



Kroger
Prescription
Plans

Reference Based Pricing
levels the playing field
on prescription costs.

Reference Based Pricing delivers more ways to save on prescription medication and empowers members to become better healthcare consumers – making decisions based on value, which includes choice, quality and affordable prices.

\$4.70

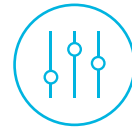
Estimated Savings PMPM

30

*Drug Classes Targeted to Drive
the Most Efficient Spend for Clients*

800.917.4926
www.kpp-rx.com

Value of Reference Based Pricing



*High Cost
Generic Management*



*Balanced Approach to
Cost and Quality*



*Places Cap on Plan
Within a Drug Class*



*Stabilizes the Cost of
Prescription Drugs*



*Cost and Value
Transparency to Members*

A Powerful Cost Containment Tool

*Provides an Effective Tool to Help
Stabilize the Cost of Healthcare*

*Fair Value Pricing Helps Create
a Competitive Market*

*Encourages Members to Become
Better Healthcare Consumers*