

# Reminder: Brand Less Than Generic (BLTG) Program

May 5, 2023

## What Providers Need to Know

The Brand Less Than Generic (BLTG) Program is a cost containment initiative which promotes the use of certain multi-source brand name drugs when the cost of the brand name drug is less expensive than the generic equivalent. This program conforms with State Education Law, which intends that a patient receive the lower cost alternative.

The following table displays the current list of Brand Name Drugs included in this program:

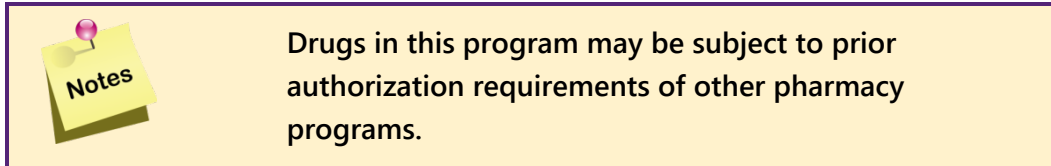
NYRx BLTG Program Brand Name Drugs*		
Advair Diskus®	EpiPen	Pradaxa®
Alphagan P® 0.15%	EpiPen, J	Rapamune® solution
Amitiza®	Firvanq®	Renvela® tablets
Apriso®	Flovent® HFA	Restasis®
Azopt™	Glumetza®	Retin-A® cream
Bethkis®	Hetlioz®	Symbicort®
CellCept® suspension	Kazano®	Tegretol® XR
Ciprodex®	Kazano®	Tegretol® suspension
Combigan®	Lialda®	Trileptal® suspension
Concerta®	Nesina®	Ventolin® HFA
Copaxone® 20 mg SQ	Nexavar®	Zegerid® Rx
Daytrana®	NuvaRing®	
Depakote® Sprinkle	Pentasa®	

\*This list is subject to change. For the most up-to-date list, see [Brand Less than Generic Program Updates](#).

Drugs in the BLTG program:

- Do not require 'Dispense as Written' (DAW) or 'Brand Medically Necessary' on the prescription.
- Have a generic copayment.

- Are paid at the Brand Name Drug reimbursement rate or usual and customary price, whichever is lower (SMAC/FUL are not applied).
- Do not require a new prescription if the drug is removed from this program.



## What Pharmacy Providers Need to Do

- Pharmacies should review the Brand Name Drugs referenced in the chart above and consider the number of patients on these drugs enrolled in NYRx to ensure proper stock of the branded product.
- When pharmacies receive **NCPDP Reject Code 22 – Missing/Invalid DAW code**, pharmacies should submit the claim with **DAW Code 9** (Substitution Allowed by Prescriber but Plan Requests Brand). Pursuant to this program, prescription claims submitted to the Medicaid program **do not require** the submission of Dispense as Written/Product Selection Code of “1.”

## Resources

- [NYRx Pharmacy Program Preferred Drug List](#)
- [NYRx BLTG Program](#)

## Contact Information

**Magellan Clinical Call Center** at (877) 309-9493, available 24 hours a day, 7 days a week, 365 days per year for support with prior authorizations and clinical concerns.

**NYRx Education and Outreach Call Center** at (833) 967-7310 available Monday through Friday, 8:00 AM to 5:00 PM EST, excluding holidays for information about NYRx programs and support with complex care coordination for managed care organizations and special member populations.

NYRx Education and Outreach may also be reached at [NYRxEO@magellanhealth.com](mailto:NYRxEO@magellanhealth.com).