

NYRx Brand Less Than Generic (BLTG) Program

What Pharmacy Providers and Prescribers Need to Know

The Brand Less Than Generic (BLTG) Program is a cost containment initiative that 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. Medications that have Brand Less Than Generic requirements are listed under the NYRx [Preferred Drug List](#) with superscript **BLTG**.

In conformance with State Education Law, which intends patients receive the lower-cost drug alternative, brand name drugs included in this 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.

Important Billing Information

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'; Pharmacies should **submit DAW code 9** (Substitution Allowed by Prescriber but Plan Requests Brand). Pharmacies will receive a NCPDP reject response of "22" which means missing/invalid DAW code if other DAW codes are submitted. The only exception to this is DAW code 1 and "Brand Medically Necessary" on the prescription.

NYRx BLTG Drugs

For a full list of drugs subject to the BLTG Program, please visit the [NYRx BLTG Program](#) page.

Resources

- [NYRx Brand Less Than Generic \(BLTG\) Program](#)
- [NYRx Pharmacy Program Preferred Drug List \(PDL\)](#)
- [NYRx Education & Outreach Website](#)

Contact Information

The NYRx Education and Outreach Call Center is available at 833-967-7310 from 8:00 AM to 5:00 PM ET, Monday through Friday, excluding holidays.

For NYRx program-related questions and non-member-specific questions, email the NYRx Education and Outreach team at NYRxEO@magellanhealth.com.

The Education and Outreach team hosts virtual office hours every week for stakeholders to ask questions related to NYRx and care coordination. Visit the [NYRx Education & Outreach Website](#) for office hour drop-in Zoom links. Office hours are also available by appointment. For more information, email the NYRx Education and Outreach team at NYRxEO@magellanhealth.com.

Days	Audience
Monday and Wednesday 12:00 PM – 1:00 PM ET	Managed Care Plans
Tuesday and Thursday 12:00 PM – 1:00 PM ET	<ul style="list-style-type: none"> • Pharmacy Providers and Prescribers • Office of Mental Health • Office of Addiction Services and Supports (OASAS) • Office of Medicaid Inspector General (OMIG) • New York Blood Center • Foster Care • AIDS Institute and Stakeholders