

NYRx Reminder for Providers: Electronic Prior Authorization via CoverMyMeds

September 4, 2025

Background

As a reminder, on July 15, 2025, NYRx, the Medicaid Pharmacy Program, began accepting electronic prior authorization (ePA) requests via CoverMyMeds®. Many New York State Medicaid prescribers and pharmacies have already adopted this pathway for submission. The purpose of this communication is to remind all providers that this is the most efficient and effective way to request prior authorization for NYRx, the Medicaid Pharmacy Program.

Benefits of ePA Submission

- Requests are processed electronically, often in real time.
- Prescribers are prompted to answer the required clinical criteria questions, minimizing the need for additional outreach.
- Clinical information submitted by the prescriber may allow for real-time ePA determinations if all clinical criteria is met.
- Covered alternatives and preferred options may be presented in real time.
- Status can be checked and reviewed if the ePA is not approved in real time.
- If the request has been initiated by an integrated pharmacy, the request, which includes rejected claim information and patient demographics, is sent to the prescriber for completion.
- A request remains in the CoverMyMeds portal as a work in progress until the prescriber completes it. Once completed, the prescriber will finalize the submission by selecting "Send to Plan."
- Over 350 Electronic Health Record (EHR) vendors are integrated with CoverMyMeds. Submitting a request may be done within the provider's EHR (if integrated).

Contact Information

The NYRx Education & Outreach Call Center is available by phone at 1-833-967-7310 or by email at NYRxEO@primetherapeutics.com from 8:00 AM to 5:00 PM ET, Monday through Friday, excluding holidays.

The NYRx Education & 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 more information.