

NYRx Education & Outreach: Information for New York State Medicaid Providers

August 27, 2025

NYRx, the Medicaid Pharmacy Program, and Prime Therapeutics

Prime Therapeutics, specifically [State Government Solutions](#), supports 54 million Americans enrolled in state government programs across the United States to help build healthier communities. In New York State, Prime Therapeutics administers pharmacy benefits on behalf of the New York State Department of Health. They ensure safe access to medications for New York State Medicaid members, receiving pharmacy benefits through NYRx, the Medicaid Pharmacy Program. Prescribers who need to obtain a prior authorization can submit a request to Prime Therapeutics one of three pathways:

- Electronically through [CoverMyMeds®](#)
- Via fax at 1-800-268-2990
- Via phone at 1-877-309-9493

Note: To learn more about prior authorizations and the preferred drug program, see [NYRx Electronic Prior Authorization via CoverMyMeds: Effective July 15, 2025](#).

NYRx Education & Outreach at Prime Therapeutics

The NYRx Education & Outreach team supports the New York State Department of Health and its stakeholders by promoting the NYRx program. Through educational opportunities and outreach efforts, the NYRx Education & Outreach team ensures that providers have the information they need to effectively care for New York State Medicaid members. Additionally, the team plays a key role in care coordination, working closely with Managed Care Organizations to support members with complex pharmacy needs — such as those living with HIV/AIDS, bleeding disorders, serious mental illness, substance use disorders, and more.

Contact Us

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. Visit the [NYRx Education & Outreach website](#) for more information.