

NYRx Notice to Providers: Cost Optimization Alternatives for Certain SSRIs and SNRIs

October 8, 2026

The following Selective Serotonin Reuptake Inhibitors (SSRIs) or Serotonin-Norepinephrine Reuptake Inhibitors (SNRIs) have been added to the [NYRx Cost Optimization Program](#):

- SSRI: citalopram 30 mg capsule, Escitalopram 15 mg capsule, sertraline 150 mg, 200 mg capsule
- SNRI: Desvenlafaxine ER 50 mg and 100 mg tablet, Venlafaxine besylate ER 112.5 mg tablet

Drugs added to the NYRx Cost Optimization Program have entered the market with **substantially higher** launch prices than equally efficacious, cost-effective alternatives. They lack additional clinical utility, while others lack clear medical necessity for those specific formulations and dosages. These drugs will now require a Manual Review by NYRx for consideration of coverage approval.

Some alternative options that are covered include:

Drug Name	Cost-Optimization Medication	Preferred Covered Alternative Formulations
citalopram	30 mg capsule	10 mg, 20 mg, 40 mg tablet, 10 mg / 5 mL solution
Desvenlafaxine	ER 50 mg tablet (NDC 63304-0191-30) ER 100 mg tablet (NDC 63304-0192-30)	desvenlafaxine succinate ER 25 mg, 50 mg, 100 mg tablet
Duloxetine	80 mg, 90 mg, 120 mg capsule	20 mg, 30 mg, 60 mg capsule
Escitalopram	15 mg capsule	5 mg, 10 mg, 20 mg tablet
sertraline	150 mg, 200 mg capsule	25 mg, 50 mg, 100 mg tablet 20 mg / mL concentrate
Venlafaxine	besylate ER 112.5 mg tablet	25 mg, 37.5 mg, 50 mg, 75 mg, 100 mg tablet ER 37.5 mg, 75 mg, 150 mg capsule

Pharmacies: Please select a formulation that is not in the Cost Optimization Program to prevent any delay in care for New York Medicaid members.



Additional clinically- and cost-effective options are available on the [NYRx Preferred Drug List \(PDL\)](#).
Preferred drugs will not require prior authorization if the required coverage parameters are found in the member's Medicaid claim history at the time of pharmacy claim submission.

Preferred Drugs	Non-Preferred Drugs	Coverage Parameters
IV. Central Nervous System		
Selective Serotonin Reuptake Inhibitors (SSRIs)		
citalopram tablet, solution escitalopram tablet fluoxetine capsule, solution paroxetine tablet sertraline tablet, concentrate vilazodone (gen Viibryd®)	Celexa® citalopram capsule MR escitalopram solution Escitalopram 15 mg MR fluoxetine tablet fluoxetine DR weekly fluvoxamine CC fluvoxamine ER CC Lexapro® DO paroxetine capsule paroxetine CR paroxetine suspension Paxil® Paxil CR® Prozac® sertraline capsule MR Trintellix® DO Viibryd® DO Zoloft®	DOSE OPTIMIZATION (DO) • See Dose Optimization Chart for affected strengths CLINICAL CRITERIA (CC) • Clinical editing will allow patients currently stabilized on fluvoxamine or fluvoxamine ER to continue to receive that agent without PA • Clinical editing to allow patients with a diagnosis of Obsessive-Compulsive Disorder (OCD) to receive fluvoxamine and fluvoxamine ER without PA

Preferred Drugs	Non-Preferred Drugs	Coverage Parameters
IV. Central Nervous System		
Serotonin-Norepinephrine Reuptake Inhibitors (SNRIs)		
duloxetine 20 mg, 30 mg, 60 mg (gen Cymbalta®) venlafaxine venlafaxine ER capsule	Cymbalta® Desvenlafaxine ER MR desvenlafaxine succinate ER DO Drizalma Sprinkle™ duloxetine 40 mg Duloxetine 80 mg, 90 mg, 120 mg capsule MR Effexor XR® DO Fetzima® milnacipran (gen Savella) Pristiq® DO Savella® Venlafaxine besylate ER MR venlafaxine ER tablet	DOSE OPTIMIZATION (DO) • See Dose Optimization Chart for affected strengths

Resources

- [NYRx Education & Outreach Website](#)
- [NYRx Preferred Drug List](#)
- [NYRx Preferred Drug Quick List](#)
- [NYRx Prior Authorization Submission Guide](#)

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.