

# NYRx Brand Less Than Generic Program Overview

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## 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 BLTG requirements are listed on the [NYRx Preferred Drug List \(PDL\)](#) with a superscript of **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 Program](#)
- [NYRx Education & Outreach Website](#)

## Contact Information

The NYRx Education & Outreach Call Center is available by phone at 1-833-967-7310 or by email at [NYRxEO@primetherapeutics.com](mailto: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.