

# NYRx Education and Outreach for Providers

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April 28, 2023

## NYRx Education and Outreach

On April 1, 2023, the prescription drug benefit for all Medicaid members enrolled in a Mainstream Managed Care Plan, Health and Recovery Plan (HARP), and HIV-Special Needs Plan (HIV-SNP) was transitioned to NYRx, the Medicaid Pharmacy Program.

In addition to the existing Medicaid member and provider helplines, starting Monday, April 3, there is a dedicated team to support care coordination.

This team will assist the New York State (NYS) Department of Health (DOH) and its stakeholders with:

- Ensuring members receive their medications in a timely manner
- Supporting special member populations
- Facilitating intervention and access for medically complex cases
- Providing detailed information about NYRx drug coverage, prior approval requirements, and NYRx enrolled pharmacies
- Coordinating assistance for pharmacies with claims processing

There are two distinct and complimentary areas of stakeholder support, available Monday through Friday 8:00 AM to 5:00 PM ET, including Education and Outreach Team and Call Center Staffed by Clinical Liaisons.

## Education and Outreach Team

- Resource for NYRx program-related questions.
- Pharmacy service representatives monitor and respond to inquiries through emails, calls, and virtual support sessions.
- Hosts office hours via [link](#) at noon ET every Tuesday and Thursday.
- Office hour sessions with the Education and Outreach team are also available by appointment. Requests can be submitted to [NYRxEO@primetherapeutics.com](mailto:NYRxEO@primetherapeutics.com).
- Engages with stakeholders for specialized support as needed.

## Call Center Staffed by Clinical Liaisons

- Clinical liaisons are trained to support and help solve complex pharmacy cases for:
  - Managed Care Organizations.
  - Caseworkers and NYS agencies.
  - Prescribers and pharmacies with questions regarding NYRx drug coverage, prior approval requirements, and NYRx-enrolled pharmacies.
- Complex care coordination for populations such as HIV/AIDS, Hemophilia, Foster Care Children, Serious Mental Illness, Substance Use Disorder, and Hepatitis C.

## 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.

Tuesday/Thursday Office Hour session link: [Office Hours](#)