

Loratadine OTC Added To Physicians Plus Formulary

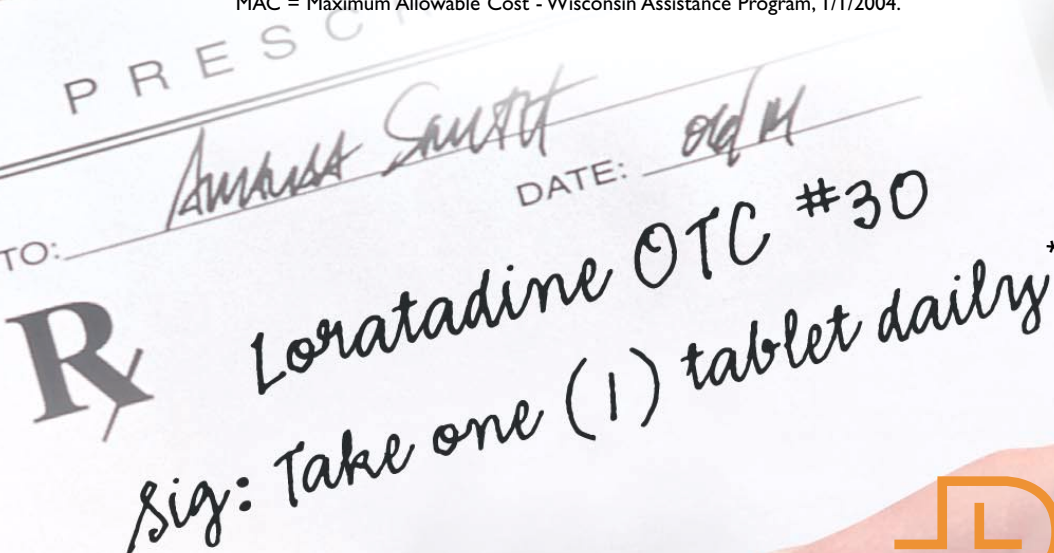
- Members pay a low-tier copay.
- Coverage applies to the over-the-counter (OTC) loratadine 10mg tablets only.
- Must be ordered as a prescription and dispensed by a network pharmacy.
- Limited to a 30-day or one-month supply per copay depending upon member's coverage.
- Most major manufacturers of loratadine OTC are covered (e.g. Claritin, Alavert, Wal-itin and other generic manufacturers).

Comparison of Formulary Non-sedating Antihistamines

Brand Name	Generic Name	Strength	Daily Dose	Monthly Cost (AWP or MAC)	Monthly Member Copay (range)
Allegra	fexofenadine	30 mg	Twice daily	\$42.60	\$10-\$25
		60 mg	Twice daily	\$68.40	\$10-\$25
		180 mg	Once daily	\$73.20	\$10-\$25
Zyrtec	cetirizine	5 mg	Once daily	\$61.20	\$10-\$25
		10 mg	Once daily	\$61.20	\$10-\$25
Claritin (OTC), Alavert, Wal-itin and other generic manufacturers	loratadine	10 mg	Once daily	\$12.00	\$5 - \$10

AWP = Average Wholesale Price, Price Alert™, Medi-Span, 12/15/2003.

MAC = Maximum Allowable Cost - Wisconsin Assistance Program, 1/1/2004.


 A handwritten prescription slip on a white background. At the top, the word "PRESCRIPTION" is partially visible. Below it, the name "AMANDA SAUNDERS" is written in cursive. To the right, "DATE: 06/11" is written. A large "R" is written on the left side. The main text reads "Loratadine OTC #30". Below that, the instructions "Sig: Take one (1) tablet daily*" are written in cursive.



Physicians Plus
INSURANCE CORPORATION

* Prior authorization (PA) is required for quantities greater than one tablet per day.

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