



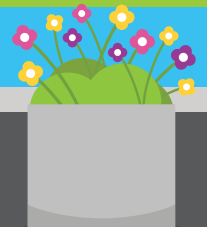
WELCOME TO THE

EXPRESS SCRIPTS PATIENT ASSURANCE[®] PROGRAM



Thank you for enrolling in the Express Scripts Patient Assurance program – a powerful benefit that will help you retain and recruit employees. This Patient Assurance Program toolkit includes many pieces designed to make it easy to spread the good news about your company’s \$25 copay for up to a 34-day prescription of preferred and participating medications. It also includes best practices for sharing these materials with your members during open enrollment or throughout the year.








With our partnership, you are now a step closer to providing a positive, lifelong impact for your members with diabetes. We are excited to work with so many companies, like yours, committed to helping people live healthier lives.



Marketing materials





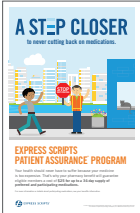


Here is a list of the available tools to launch the Patient Assurance program in your organization in a way that gets the impact and appreciation you want!

[Download the entire kit](#) 

Tool	How to use it	Details
<h2>Newsletter copy</h2>	<p>Text-only description of the Patient Assurance program to communicate the \$25 copay for up to 34-day prescriptions of preferred medications. Drop this copy into any of your internal channels, like your employee Intranet or newsletters.</p>	<p>Word document </p>
<h2>Awareness email</h2> 	<p>Send this email to your employees so the good news is right in their inboxes.</p> <p>NOTE: Download in Internet Explorer for the best user experience.</p> <p>Sample subject line: A Note from [EMPLOYER]: Prescription Copays Drop</p>	<p>1 OFT email </p>
<h2>Table tent</h2> 	<p>Set of three table tents to print, fold in half and place on tables in common areas to make sure no one misses the good news about lower medication copays.</p>	<p>1 PDF with 3 table tents  Dimensions: 5.5" x 18" - flat 5.5" x 6.75" - folded</p>
<h2>Digital screens</h2> 	<p>Display on digital monitors throughout your office.</p>	<p>3 JPEGs  Dimensions: 1920px x 1080px</p>

Marketing materials (continued)

Download the entire kit 

	How to use it	Details
<p>Digital banners</p> 	<p>Post these images on your company's intranet home page, in emails from your benefits team or in open enrollment booklets.</p>	<p>3 JPEGs Dimensions: 728 x 90, 300 x 250, 160 x 600</p> 
<p>Info card: desk drop</p> 	<p>Print and distribute on desks and in common areas around the office.</p>	<p>1 PDF Dimensions: 4.5" x 3.5"</p> 
<p>Posters</p> 	<p>Set of three posters to display in common areas, like the lunch room or break room.</p>	<p>Dimensions: 11" x 17" 1 PDF with 3 posters</p> 
<p>LinkedIn post</p> 	<p>Copy and paste the video link and below text into a LinkedIn post.</p> <p>Post a graphic and text on LinkedIn to let employees know about the program: [EMPLOYER] and Express Scripts have partnered to lower copays for preferred and participating medications for eligible members to \$25 for up to a 34-day prescription. See your benefits information for details about participating medications.</p>	<p>1 JPEG 1200px x 628 px</p> 