



OGB Member Support and Engagement

February 4, 2026





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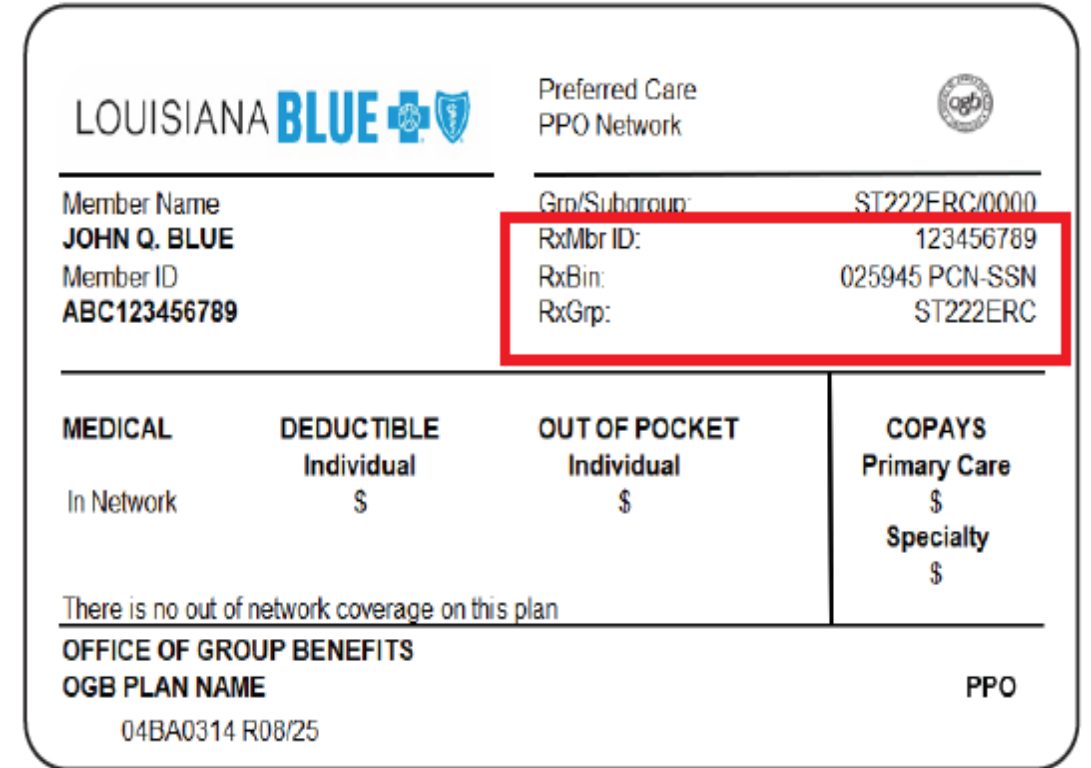
Agenda

1. Tools and Resources to Help Maximize Pharmacy Benefits
2. Promoting Member Engagement
3. Making It Memorable: Contest

Tools and Resources to Help Plan Members Maximize Pharmacy Benefits

Keep your Health Insurance ID card handy

- Always take your Health Insurance ID card to the pharmacy when you fill prescriptions
- It contains key information the pharmacy needs for processing your prescription:
 - Member name and ID number
 - Group number and ID number
 - Prescription processing details (BIN and PCN#)
 - Phone number for questions
- Use your pharmacy ID card after your go-live date with Liviniti: **1/1/2026**
- Download a digital ID card on the mobile app



LOUISIANA **BLUE** 

Preferred Care
PPO Network 

Member Name
JOHN Q. BLUE

Member ID
ABC123456789

Grp/Subgroup: ST222ERC/0000

RxMbr ID: 123456789

RxBin: 025945 PCN-SSN

RxGrp: ST222ERC

MEDICAL	DEDUCTIBLE	OUT OF POCKET	COPAYS
In Network	Individual \$	Individual \$	Primary Care \$ Specialty \$

There is no out of network coverage on this plan

OFFICE OF GROUP BENEFITS
OGB PLAN NAME PPO
04BA0314 R08/25

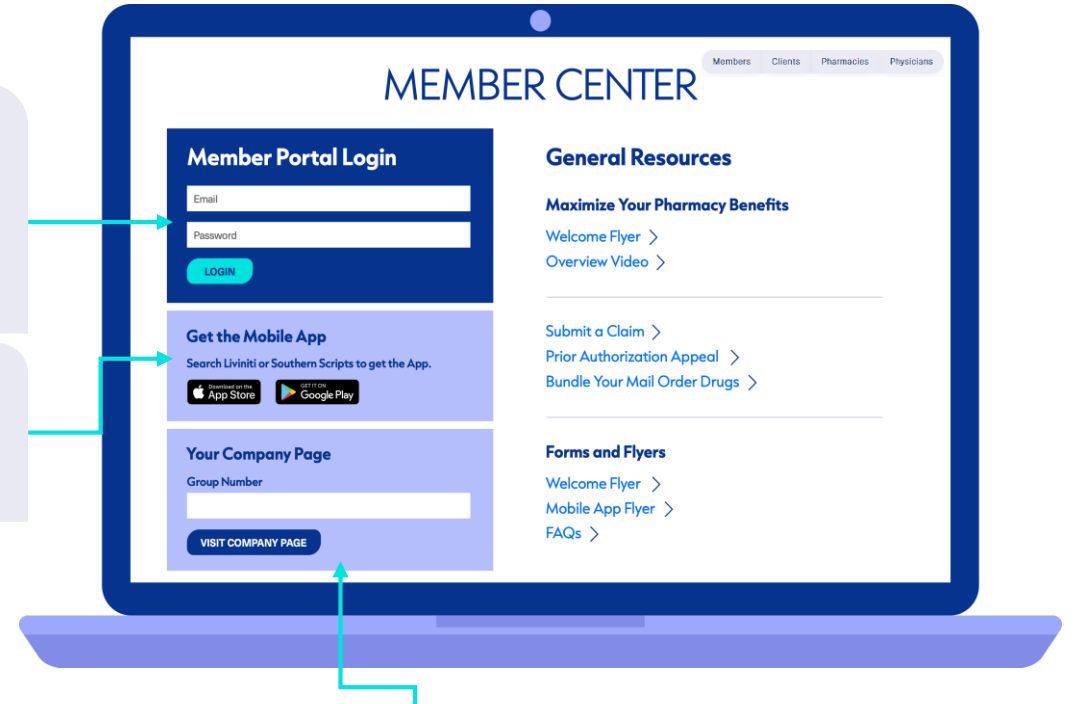
Liviniti Member Center

The Liviniti Member Center has **3 important tools** for you.

1. Create a Member Portal Account
2. Download the Mobile App
3. Access Your Company Page

1. The Member Portal all about **YOU** with information about your prescriptions and pharmacy benefits.

2. We have a Mobile App. Get information on the go!



3. The Company Page is all about YOUR PLAN with general information about your group:

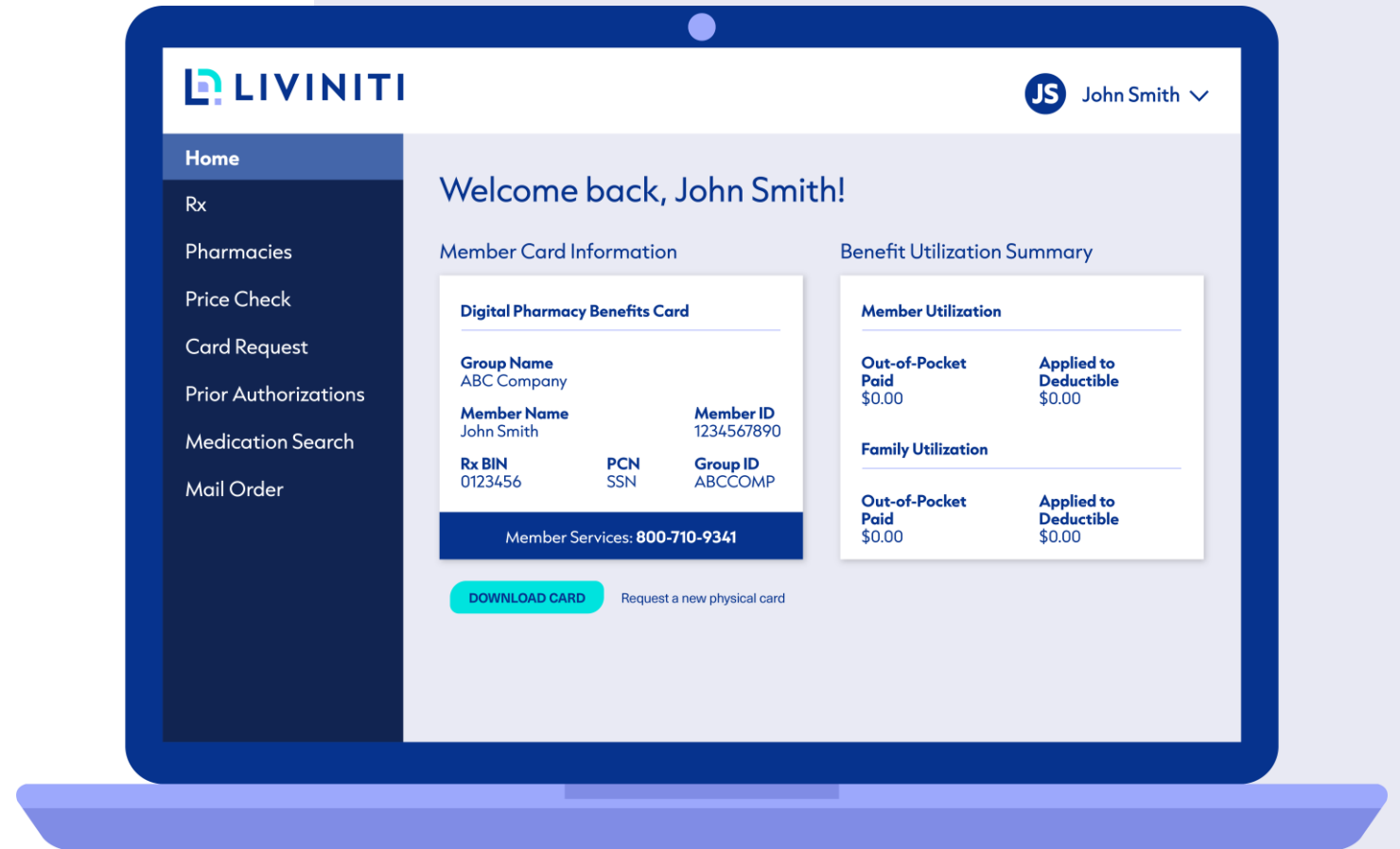
- Formulary search tool
- Benefit communications
- Mail order pharmacy access

Site: <https://www.liviniti.com/members/>

Member Portal

On the member portal you can:

- View benefit details
- Review your prescription history
- Search for a nearby pharmacy
- Find and compare drug prices
- Check status of any prior authorization
- Locate mail order pharmacy
- Download a digital ID card
- Dependents 16years old and over have their own log in.



Mobile App

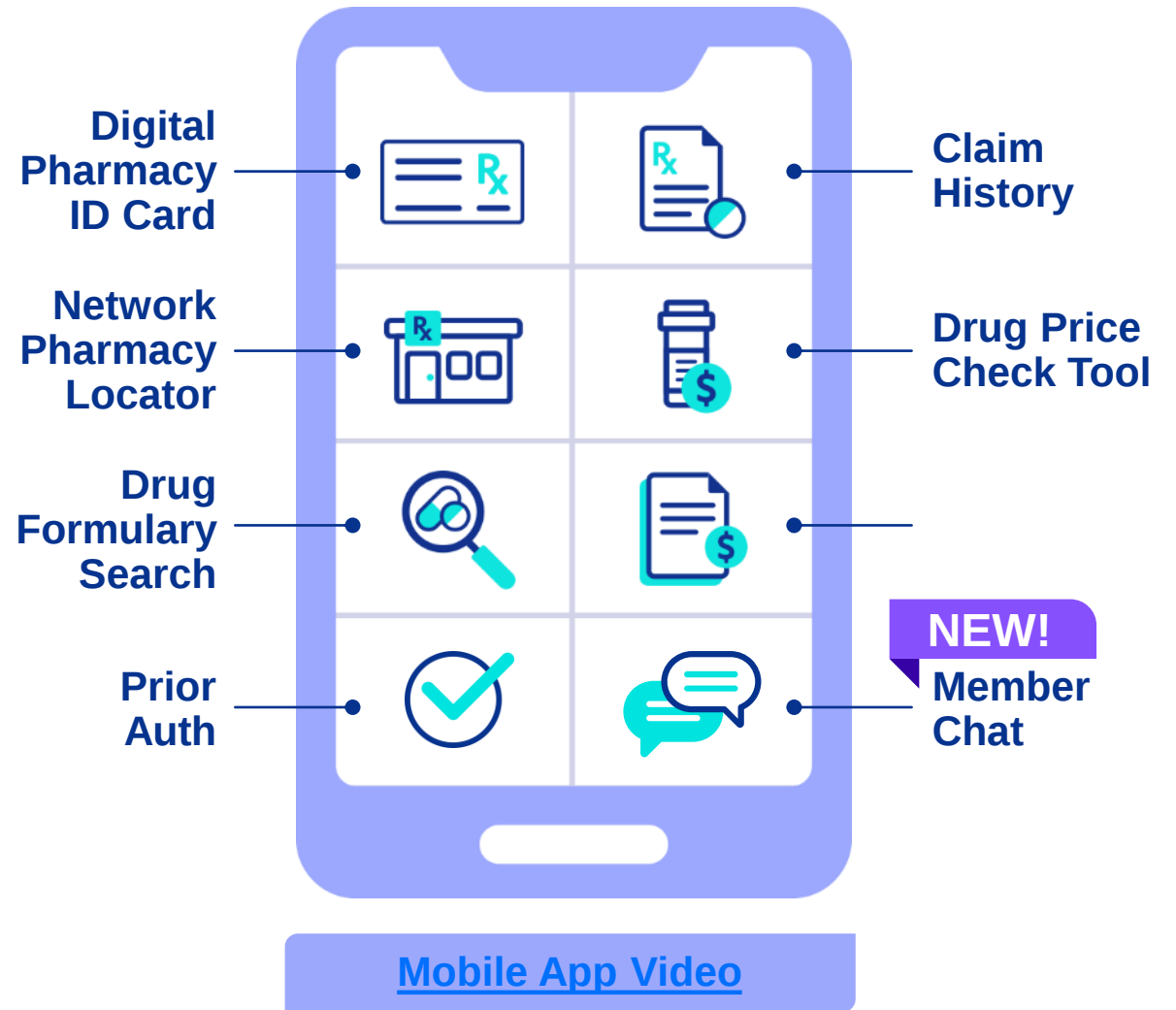
- Download the Liviniti Mobile App in the App Store or Google Play store today!
- With the app, members will have access to their prescriptions, benefits, ID cards, pharmacy locator, and more.



GooglePlay



Apple App Store



[Liviniti Mobile App \(Cell Demo\) on Vimeo](#)

Your Company Page

- On the Member Center, scroll down to Your Company Page, enter your Group Number and click “Visit Company Page.”
- You do not need to create a personal account but will need your Group Number
- To find a nearby network pharmacy:
 - Enter your Group Number
 - Select Network Pharmacy Locator
 - Enter your ZIP code
 - Enter the Liviniti BIN Number (BIN - 025945)
 - Choose your search radius and select “Search”

Your Company Page

Login to find benefit communications, locate retail network and mail order pharmacies, check your plan's drug list and more.

Not sure what your group number is? [Contact Us!](#)

VISIT COMPANY PAGE

[Client Center - Liviniti](#)



Pharmacy Network

- **FirstChoice** is the preferred pharmacy network of Liviniti.
- You'll find **reduced prescription costs** at network pharmacies that generally offer a lower cost on medications than a standard (non-preferred) pharmacy.
- The network consists of independent, community pharmacies as well as well-known regional or national chains.
- Participating pharmacies are approved to fill a 90-day supply of medications. Specialty medications are limited to a 30-day supply.

- **65,000+ pharmacies in our national network**
- **Automated Rx processing – no need to submit a claim**
- **Easy to find in our network look-up tool**

Making the most of pharmacy benefits

We help members navigate and maximize their benefits in a variety of ways, with a variety of resources that promote good health, collaboration, engagement and results.



Choose a network pharmacy



Choose a 90-day prescription when available



Use our price comparison tool



Download your digital ID card for easy access



Check your formulary for a generic alternative medication



Get to know the details of your pharmacy plan

Real people answer our phones

We're in the people business, with US-based, helpful representatives ready to take your calls every day of the year.



24/7/365

Call (833) 925-2770

Or email: support@liviniti.com

Promoting Member Engagement



Working in partnership with the OGB

Greater Member Understanding

Today's actions lead to a stronger future for the OGB pharmacy plan!

- Help members understand how their choices shape the plan.
- Provide tips on getting needed medications, with cost considerations in mind.
- Promote results while boosting member engagement.

Not a once & done effort

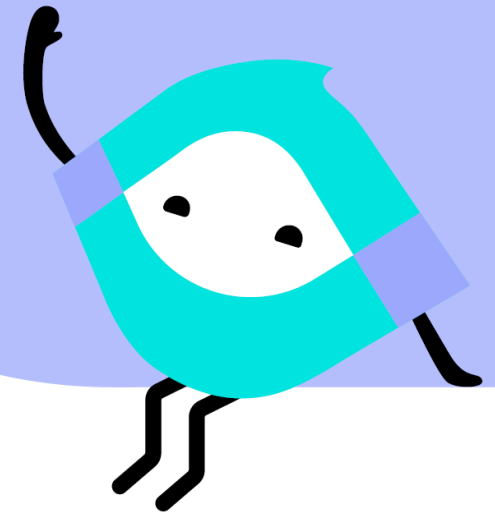
Livi has big plans for 2026! We're taking OGB members on an educational journey all year long.

Key Campaign Features – Brought to You by Livi

- Ongoing messaging – articles, posters and digital assets.
- Consistent reinforcement that choices matter.
- **Key message:** Working with your doctor or pharmacist on medication choices produces worthwhile results.

Let's get acquainted!

Hello! You've met Liviniti, the company that's managing your pharmacy benefits. **I'm Livi** and I represent the team of people at Liviniti who are here to help you make good choices with your medications.



Savings example

Quality, effectiveness and savings go hand-in-hand with a strong clinical approach that emphasizes an appropriate medication at lowest net cost.

Dry eye disease is a common condition that occurs when eyes do not produce enough quality tears or tears evaporate too quickly.

By switching from the brand drug Xiidra® to a generic alternative, cyclosporine ophthalmic solution, **total (plan + member) savings per month would be \$550-650.**

Liviniti wants to help members and their doctors make cost-effective treatment choices. If needed, Liviniti will work with the member's care team to submit a prior authorization.

Easing the path for new members on active therapy

Claims Data Provided

Historical data loaded in Liviniti system:

- Prior Auth approvals
- Claims history files
- Allows “look back” and seamless transition

Go Live – Members refill and pick-up medication

Members on active therapy can quickly refill medication, driving high satisfaction

RxWATCH TOWER No Claims Data Provided

RxWatchtower team actively working to help members migrate to new formulary

Drugs with clinical edits initially reject

RxWatchtower team to guide members

Priority review by clinical team

Override placed for continuation of therapy to ensure no gap in care

Members refill and pick-up medication

Prior Auth triggered for new prescription

- PA is initiated; member receives letter regarding outcome and next steps
- Provider contacted to guide medication selection and ensure new Rx written

Disease Management Program

Louisiana Blue offers a care management program, “Disease Management”, to help OGB members reach their best health.

Conditions include:

- Diabetes
- Coronary Artery Disease (CAD)
- Chronic Heart Failure (CHF)
- Asthma
- Chronic Obstructive Pulmonary Disease

By enrolling in Disease Management, members receive their medications for these conditions deductible-exempt, and with a lower copay.

**Liviniti receives
disease
management
enrollment
through
eligibility.**

**Once enrolled,
select
medications are
covered as
deductible-
exempt, and a
lower copay.**

[Disease Management Program | Office of Group Benefits](#)



Initial Prior Authorization Overview

Step 1: Pharmacy will attempt to fill the prescription. If a medication requires prior authorization (PA), the pharmacist will receive an alert with a message indicating “Prior Authorization Required”.

Step 2: Pharmacy will contact provider to start the PA process. Pharmacy will contact Liviniti to start the PA on the patient’s behalf.

Step 3: Provider will complete the PA request and send additional medical information supporting the request back to Liviniti.
(Liviniti.PromptPA.com OR ePA OR Fax)

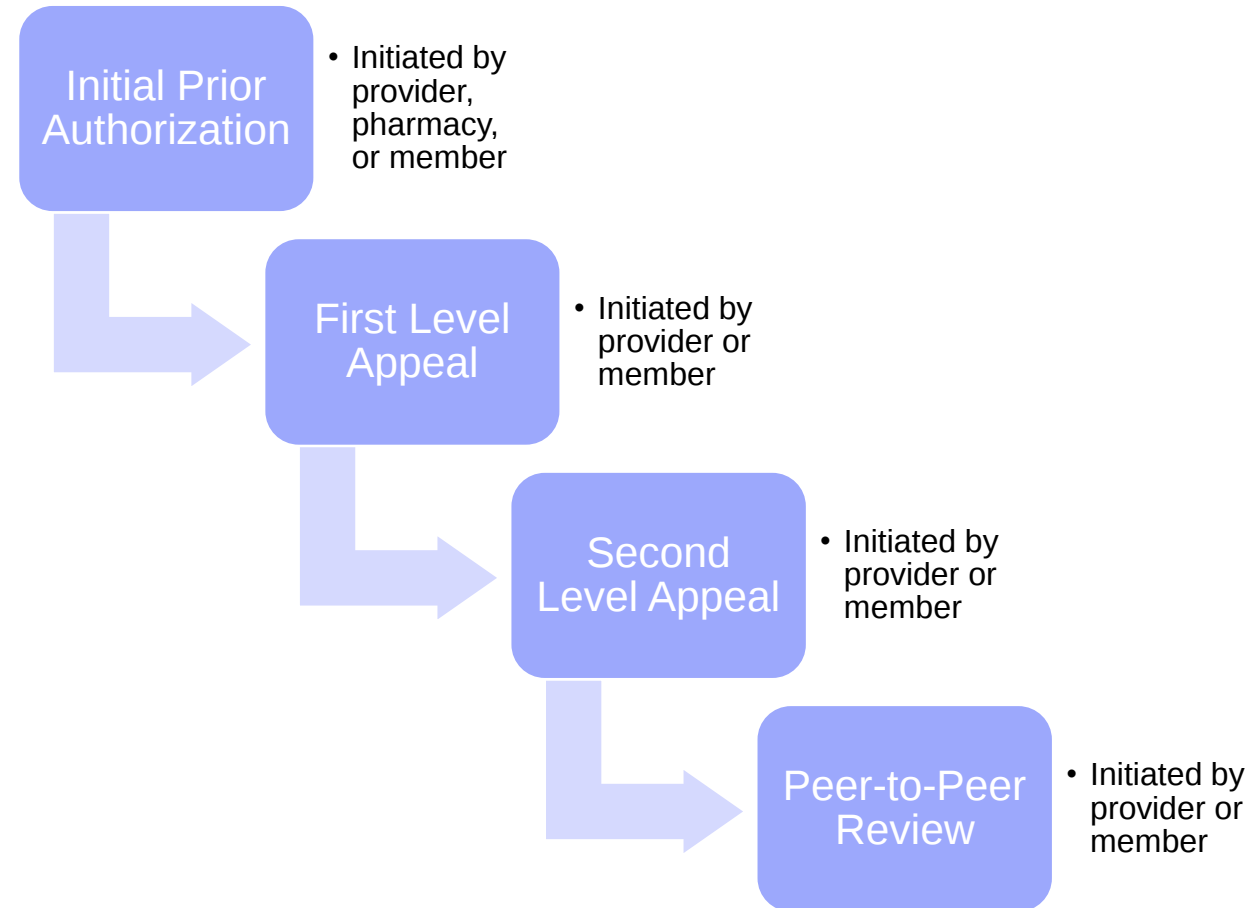
Step 4: Liviniti will notify patient and provider regarding the decision via letter. PA information is also available in the member portal and member app. Liviniti will contact the pharmacy to reprocess the claim if the PA is approved.

How long does a PA take?

Expedited or Urgent: 24 hours

Standard: 48 hours

Prior Authorization Overview



Making It Memorable: Contest

Find the Hidden Treasure!

Scavenger Hunt Begins Monday, February 9th

- Members will complete scavenger hunt on Liviniti Member Portal
- Once the survey closes, winners will be drawn at random, announced, and prizes will be distributed.
- Prizes will be drop shipped to agencies where winners work for individual distribution.



Discussion

Thank You!

Nationally
Recognized:



Modern
Healthcare

WOMEN
LEADERS
2024



TITAN 100