



Monthly Drug Savings Contest

OVERVIEW, GUIDELINES, & PROMOTION STRATEGY

The contest is available to all employees of myDrugCosts clients at no cost to the HR team, and employees can **win up to \$500**.

A smartphone mockup displaying the myDrugCosts app interface. The screen shows the search results for 'Tadalafil'. At the top, there's a green header with a back arrow, the drug name 'Tadalafil', and a close button. Below this, there are tabs for 'Generic Drug' and 'Brand - Cialis'. The selected item is '10 MG Tablet | Qty: 6'. There's a location pin icon with '27701 | 10 Miles' and a 'Deductible met' toggle switch. Two buttons are present: '30-day supply' (highlighted in blue) and '90-day supply'. The main section is titled 'Ways to Buy this Drug' with a price 'AS LOW AS \$8.00'. Below this, there are several rows of options, each with a description and a price, some with right-pointing chevrons. The options are: 'WITH INSURANCE' (Cost*), 'In-Network Pharmacy' (\$30 Co-insurance), 'WITHOUT INSURANCE' (Cost*), 'Discount Card' (\$8 with Discount Card), 'Mark Cuban Cost Plus Drug Company' (\$9 includes \$5 shipping cost), 'ManifestRx' (\$16), and 'RxOutreach (income dependent)' (Click details to determine special pricing).

Contest Overview

myDrugCosts, an employee benefit offered as part of MMA RxSolutions, is conducting a **Monthly Drug Savings Contest** for its clients to increase usage of myDrugCosts and raise awareness of opportunities to lower prescription drug costs. **Each month, three winners** will be selected, and **myDrugCosts will provide** the "Sign Up" and "Refer a Colleague" winner with a **\$50 Amazon gift card** and the "Share Your Savings" winner with an **Amazon gift card worth 10x the amount they saved on their refill** (win anywhere from **\$50 to \$500**). myDrugCosts will provide resources to help promote the contest.

myDrugCosts Overview

myDrugCosts is a **drug transparency solution** designed to lower employer pharmacy spending by helping employees and covered family members find ways to save on their medications. When employees or covered family members find cheaper buying options through myDrugCosts, it reduces the employer's financial responsibility, leading to **savings for both the employees and the employer**.

The Benefit Of Running The Contest

By promoting the Monthly Drug Savings Contest, you are bringing attention to this **valuable benefit** that can help **employees save on their medications** and help **reduce employer pharmacy spending** while giving employees and covered family members a chance to **win free money**.

How The Contest Works

On the **last day of each month**, myDrugCosts will select **three random winners**.

Employees and covered family members can win either the "Sign Up" drawing or the "Share Your Savings" drawing, and employees can also win the "Refer a Colleague" drawing.

Drawings	How To Enter	Entries	Prize
Sign Up	Create a myDrugCosts account at www.mydrugcosts.com or on the app and log in	1 entry	\$50 Amazon gift card
Refer a Colleague	Refer a colleague to the contest and submit a referral form at www.mydrugcosts.com/contest	Unlimited	\$50 Amazon gift card
Share Your Savings	Use myDrugCosts to save on a refill and report savings at www.mydrugcosts.com/contest	1 entry per medication, per fill	Amazon gift card for 10x shared savings (win from \$50 to \$500)

By participating in this contest, employees grant myDrugCosts permission to incorporate their savings stories into myDrugCosts promotional material. No personal or identifiable information will be included. Employees must have health insurance through their employer to be eligible for this contest.

Contest Material

Contest material can be found at www.mydrugcosts.com/contest under *Employer Section*.

- Monthly Drug Savings Contest flyer
- Promotional wording for email or other employee communication channels like Slack
- Social media graphic and wording for employer's social media
- Promotional wording for benefits/new hire guide/intranet
- Landing page with contest details

Contest Promotion Strategy

The Monthly Drug Savings Contest can be promoted each month. If you aren't able to promote the contest each month, we suggest promoting it quarterly, with one of these promotions aligning with the start of the new plan year for health insurance.

We have outlined **three options** to help you promote the contest. You can use any or all promotion strategies associated with each option. At a minimum, we recommend introducing the contest to your employees and sending a reminder that the contest is closing for the month to encourage participation.

If you want myDrugCosts to help promote the contest, please contact support@mydrugcosts.com. For better adoption rates, the initial communication should come from the employer.

Option 1: Low-Tech Employer

Repeat and Permanent Fixtures:	Timing:
Add Details To Benefit information/new hire guide	When you receive contest material
Place Flyers In Common areas and/or company notice board	When you receive contest material
Mention Contest During Team meetings	Last week of the month to remind employees the contest is ending for the month
Initial Contest Promotion	Timing:
Place Flyers In Mailboxes and/or employees' paperwork	3rd week of the month
Mention Contest During Team meetings	1st week of the month

Contest Promotion Strategy

Option 2: Mid-Tech Employer

Repeat and Permanent Fixtures:	Timing:
Add Details To Benefit information/new hire guide/intranet	When you receive contest material
Place Flyers In Common areas and/or company notice board	When you receive contest material
Mention Contest In Email reminding employees contest is ending	Last week of the month
Initial Contest Promotion	Timing:
Mention Contest In Email about the contest	1st week of the month

Option 3: High-Tech Employer

Repeat and Permanent Fixtures:	Timing:
Add Details To Benefit information/new hire guide/intranet	When you receive contest material
Mention Contest In Newsletter Slack, Microsoft Teams, etc.	When you send the company newsletter Last week of the month
Initial Contest Promotion	Timing:
Mention Contest In Email about contest Internal social media	1st week of the month 2nd week of the month