# PeopleSafe - Branded Generics

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**Description:** Describes Dispense as Written (DAW) 5 (Brand as Generic) Drugs, and instructions for when a member calls with questions about receiving a branded generic or about receiving the brand name version instead of a branded generic medication.

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| What are Branded Generics? |

Branded generics are generic medications which are sold under a trademarked name. This name is different from the original brand name and the chemical drug name. They are considered therapeutically and chemically identical to both the brand and generic forms and can be substituted at the pharmacy’s discretion; if the prescriber has indicated Dispense as Written (Substitution Allowed). This is often done for cost savings or because the original Rx medication is temporarily out of stock. Branded generics are often termed formulary brands.

**Note:** Authorized generics are like branded generics but are produced by the same manufacturer as the original brand. No distinction is made for the purposes of this document.

**Examples:** Generic medications, select branded generic versions and their manufacturers.

* **Levothyroxine**: (Mylan)
  + Euthrox (Provell)
  + Synthroid (AbbVie)
  + Levoxyl (Amneal)
    - Unithroid (Amneal)

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| DAW 5 (Branded Generic) Medications |

 Review the CIF. For clients that do not allow branded generic DAW 5; the generic medication is dispensed.

* In certain cases, the brand medication is available at a lower price than the generic; which allows CVS Caremark Mail Order to dispense the brand at the generic price. Branded generics are typically dispensed with DAW 5 which indicates a generic copay.
* Aside from cost savings this practice helps ensure continuity of available product and consistency of supply. If one is out of stock the other can be used and sometimes a generic is available in certain strengths but not others, etcetera.
* **DAW 5 brand generics are ONLY available at Caremark Mail Order.** **DAW 5 is not available at retail including CVS pharmacies.**
* Does **not** apply to Specialty medications.

**Example: SYNTHROID vs LEVOTHYROXINE** - CVS Caremark Mail Pharmacy opts to dispense Synthroid (brand) as if it were the generic product (Levothyroxine). Prescriptions are processed as follows, based on the Dispense as Written (DAW) code:

* **DAW 0** (Substitution Allowed): Prescriptions written for any version of Levothyroxine are dispensed as brand name Synthroid, with the lower generic pricing.
* **DAW 1** (Prescriber Requires Brand): The specified medication is dispensed and the member may be charged the brand copay and any applicable MAC/DAW Cost Difference charges.
* **DAW 2** (Member Requests Brand): The specified medication is dispensed and the brand copay and cost difference charges may still apply.

* **DAW 5** (Brand Drug Dispensed charged as generic): The prescription will automatically substitute the brand Synthroid, and the generic copayment applies. This applies to **Mail Order only**.

Do **not** instruct members to have their prescriber write a DAW 5 as this may cause a delay in dispensing. For more information, refer to [Dispense as Written (DAW) Codes (040459)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=7e5c2587-d679-4b42-b9b1-e98b754c6bff) and [DAW (Dispense as Written) and RBP (Reference Based Pricing) Cost Difference (078542)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=4c9d2243-5841-45c0-b2ec-805023c6cbcf).



* The [DAW 5 NDC List (Brand as Generic List) (018804)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=ddabad50-490b-4a3c-86a7-6dc8502ebaed) includes all the generic medications CVS Caremark Mail Order currently fills using the brand name version. Clicking this link will download an Excel spreadsheet containing all applicable names and NDC numbers.
* Member cost for branded generics can vary depending on the plan design. Some clients may not accept a DAW 5 or may have special pricing which could result in the member being charged the brand copay or higher than what they would expect for the generic. Refer to CIF.

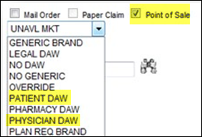
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| Test Claims for Branded Generics |

When the member runs a Test Claim on Caremark.com; it will provide the brand copay for these medications, not the “Branded Generic” cost.

* If a member calls in to question the copay from Caremark.com, run a Test Claim to verify pricing using the generic substitution instead of the brand name medication.

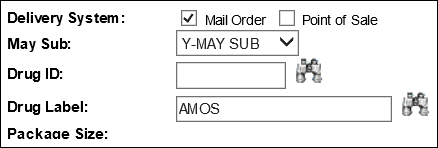
**Note:** When populating a Test Claim from an existing Rx that was filled as a Branded Generic; an alternate May Sub box displays, with different choices specific to Branded Generics. In this case, choose NO DAW instead of Y-MAY SUB. Refer to Test Claim for more information.



**Note:** When manually running a Test Claim for branded generic Synthroid at mail order. Perform the following:

1. Input Synthroid in the Drug Label field on the test claim screen.
2. Ask probing questions to determine whether the brand is medically necessary.
3. Select **May Sub-MD** No when brand is medically necessary which will provide the appropriate copay/pricing.
   * If brand is not medically necessary, select Y-may sub which provides generic copay/pricing for levothyroxine when DAW 5 applies.

**Note:** If attempting to run a Test Claim and it is not working with the generic name **Levothyroxine**. Input the word “AMOS” in the Drug Label field as shown below and select the **binoculars** which displays the Levothyroxine Tablet. Complete your Test Claim with the appropriate copay/pricing.



 Do not instruct members to have their prescriber write DAW 5 as this may cause a delay in dispensing.

 The prescriber should write the prescription as: “Able to substitute” or “Substitution allowed” to indicate that a generic substitution is allowed.

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| Member Received a Branded Generic |

Perform the steps below if a member calls with questions about receiving a branded generic:

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| **Step** | **Action** |
| **1** | Review the CIF for clients that do not allow branded generic (DAW 5/9), the generic medication is dispensed. |
| **2** | Review the Prescription Details screen for the medication.  **Note:** To ensure that the member receives the branded medication in the future, refer to [PeopleSafe - Viewing and Adding Comments (086165)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=dfe59c11-8a1a-4c1e-b939-2825186a20ce).    **Note:** For Branded Generic medications, the **Dispensed Drug** is listed on the [DAW 5 NDC List (018804)](https://thesource.cvshealth.com/nuxeo/thesource/" \l "!/view?docid=ddabad50-490b-4a3c-86a7-6dc8502ebaed) and the **Dispense as Written** field will display 5 – Pharmacy DAW. |
| **3** | Confirm the copay for the medication by reviewing the **View Financials** screen. |
| **4** | Inform the member that they received the brand medication at the generic price and to keep in mind that the amount due for future orders may vary upon processing.   * If the member asks for a more detailed explanation, advise:   Dispensing brand medication at generic pricing is a practice used at Home Delivery/Mail Order pharmacy service. This occurs for a variety of reasons including favorable pricing, continuity of available product and consistency of supply (some generics are available in certain strengths but not others). At some point the generic may become more cost effective than dispensing the brand. |

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| Member Received a Brand but Wanted a Branded Generic |

Perform the steps below if a member calls with questions about receiving a brand instead of a branded generic:

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| **Step** | **Action** | |
| **1** | Review the CIF for clients that do not allow branded generic (DAW 5/9), the generic medication is dispensed. | |
| **2** | Review the Prescription Details screen for the medication.  **Note:** For Brand medications the **Dispense as Written** field will display 1 – Prescriber DAW. | |
| **3** | Verify that this medication is currently available through our Home Delivery/Mail Order pharmacy by referring to the [DAW 5 NDC List (018804)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=ddabad50-490b-4a3c-86a7-6dc8502ebaed).  Branded Generic/DAW 5 applies **mostly** to Mail Order medications, and **not** to Specialty. | |
| **4** | Confirm the copay for the medication by reviewing the **View Financials** screen.  **Note:** This may include a DAW cost difference. | |
| **5** | Inform the Member that the prescription was written incorrectly.  Currently, we can provide you with the brand name medication at the generic price only if your prescriber writes the prescription for the brand name drug and allows for substitutions. Because a prescription is written at your prescriber’s discretion; we suggest that you provide this information to your prescriber and have them call-in the prescription to our FastStart line at **1-800-378-5697**. At that time, the prescriber may ask the representative any questions they may have to ensure you get the generic price.   * If the member insists that we contact the prescriber, advise them that we cannot add notes to our Fax Requests. However, we can add that the member is requesting “brand only” or “generic only.”   **Note:**Fax Notes are limited **only** to prescriptions selected from claim history and can **only** be added to individual prescriptions. Refer to [PeopleSafe - Obtaining a New Prescription (Rx) for the Member (058827)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=a1443f4f-499e-442c-be11-fd2b207bf86c).  **Reminder:** Notate the member’s preference in your [PeopleSafe Log Activity (042891)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=08023401-0eee-4e2b-97fe-f0bc7c5aa2f0). Warm transfer to the Senior Team to request a [Stop See (086165)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=dfe59c11-8a1a-4c1e-b939-2825186a20ce) comment to be added so that the member receives the desired Branded Generic medication in the future. | |
| **6** | Review history of past payments. | |
| **If…** | **Then…** |
| The member has been paying the generic cost in the past and is now paying the brand cost | Contact Clinical for Rx verification. Refer to [PeopleSafe - When to Transfer Calls to Clinical Care (024833)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=ff2706a9-6f42-4ccd-87e1-59cb2ce103a8). |
| Confirmed the Rx was written correctly to process with DAW 5 and it was a Caremark error | Clinical will take the steps to correct. |
| The doctor indicated on the Rx brand only | No substitutions or DAW 1 then **Resolve all questions, issues, and concerns prior to** contacting [Clinical Care Services (004378)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=f22eb77e-4033-4ad9-9afb-fc262f29faad) to determine if the prescription qualifies for an AME adjustment and courtesy retranslation.   * If AME adjustment and courtesy retranslation is approved, CCS will take over the call. * If AME adjustment and courtesy retranslation is denied, contact [Senior Team (016311)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=9eef064d-c7d7-42f7-9026-1497496b4d51). |

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| Scenario Guide |

**** Refer to the following scenarios as needed:

**Reminder:** Terms such as DAW 5 are considered jargon. Please refrain from using terms such as DAW 5 unless the member mentions it first, this will prevent any confusion.

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| **Scenario** | **Action** |
| Can I get this price at the retail pharmacy? | The price for this branded generic medication is **ONLY** available at Caremark Mail Order. |
| Can I see what my physician wrote on my prescription, on the website? | No, members cannot see if the physician put “brand only” or “substitutions allowed” on any prescription via the member website. |
| I am trying to order my prescription on the website why is it showing more expensive than last time? | Currently, the branded generic policy is unavailable on the website. This will result in members seeing inaccurate pricing for prescriptions with DAW 5 attached when placing an order or running a test claim. |
| Will I be notified if my medication is switched to a generic instead of the brand medication? | No, if your physician has indicated that a substitution is allowed on the prescription, the generic medication can be sent automatically if available. |

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| Related Documents |

[Customer Care Abbreviations, Definitions, and Terms Index (017428)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c1f1028b-e42c-4b4f-a4cf-cc0b42c91606)

[DAW (Dispense as Written) and RBP (Reference Based Pricing) Cost Difference (078542)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=4c9d2243-5841-45c0-b2ec-805023c6cbcf)

[Dispense as Written (DAW) Codes (040459)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=7e5c2587-d679-4b42-b9b1-e98b754c6bff)

[DAW 5 NDC List (Brand as Generic List) (018804)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=ddabad50-490b-4a3c-86a7-6dc8502ebaed)

**Parent Documents:** [Customer Care Internal and External Call Handling (CALL-0049)](https://policy.corp.cvscaremark.com/pnp/faces/DocRenderer?documentId=CALL-0049)

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