

VERSION 1.0 // 2023

Elixir Brand Guidelines



Preface



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Preface

INTRODUCTION

Healthcare is constantly changing so our brand also needs to evolve, to better represent who we are today and where we’re going tomorrow.

As we continue to develop, it’s more important than ever to look and sound like one Elixir. Clients, members, prospects even competitors should have a consistent experience with us. It starts with each one of us learning and embracing our purpose, promise and the language we use to bring it to life.

USING THIS GUIDE

This guide documents how we can protect our company’s identity by ensuring the use of visual elements consistently and structuring all messages to reflect an accurate vision of Elixir. This document provides guidance for instances when many possibilities exist to communicate the Elixir brand and offers clarity to both users of and designers for the Elixir brand.

CONTACT

If you have questions regarding the correct usage of the Elixir brand, please contact:

AskMarketing@elixirsolutions.com

Guiding Principles



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WHY ELIXIR EXISTS

We exist to help companies of all sizes and types get what they want and need from their pharmacy benefits. They can rely on our expertise to accommodate their requests and trust that we will lead them to make sound decisions and deliver on our promises.

OUR MISSION

**Elevating the
pharmacy benefit
experience**



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OUR PURPOSE AND BRAND PROMISE

Creating pharmacy benefits that work for you

WE DO THIS BY BEING:

Flexible and accommodating

- The enterprise scale to compete aggressively and the ability to craft unique solutions
- System infrastructure to support tailored programs, integrate with vendors and alternative payers.

Innovative and creative

- In-house clinical expertise with solutions such as managed copay strategies, integrated medical/pharmacy, MTM, pain management, etc.
- Unique enterprise programs only Elixir can provide.

Consultative and proactive

- Specialized account teams with segment experience
- Proven ability to help plans grow

Accountable and responsive

- Commit to a 2-hour response time
- Agree to contract terms and follow through

Trustworthy

- Clear contract terms
- Not affiliated with a health plan payer



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ELIXIR ELEVATOR SPEECH

Elixir is the pharmacy benefits people. We are pharmacy benefits done your way, to meet your plan design needs, satisfy program management objectives and achieve bottom-line cost goals.

We’re owned by Rite Aid, a Fortune 200 company and leading retail drug chain, not a health plan payer. This gives us the enterprise strength to compete with the organization to be a fully integrated pharmacy services provider.

As a full-service pharmacy benefit manager, Elixir owns and operates all of the capabilities and services to deliver the full pharmacy care experience. Our goal is to create pharmacy benefits that work for you. We work with you to craft client-driven innovation—clinical solutions that deliver a positive member experience and the desired outcomes. We use clear contract language and deliver on our promises.

Our account teams are experienced professionals, dedicated to the market segments each serves. Your account team will guide you towards achieving your goals, whether that’s membership growth, optimizing drug spend, improving benefits or some combination of having it all.

If I had to sum up Elixir in just a few words, it would be **responsive**, **innovative**, and **accommodating**. The bottom line is Elixir is the **reliable** PBM. You can count on us.



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USE OF ELIXIR

When writing Elixir within copy, writers should always use title case; meaning capitalizing the E and the remaining letters should be lowercase. Elixir should always be spelled with a capital E even though it is lower case in the logo. For legal purposes only (e.g., proposals or contracts), the legal name is Elixir Rx Solutions, LLC. Otherwise, the company should only be represented in writing as Elixir. Do not use Elixir Rx, ElixirRx or Elixir Solutions.

✓ CORRECT
USE

Elixir

X INCORRECT USE

elixir

Elixir Rx

ElixirRx

**Elixir
Solutions**



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BRAND ARCHITECTURE - PHARMACY BENEFITS

LEGAL ENTITY	MARKET-FACING
Elixir Rx Solutions, LLC	Elixir
Elixir Savings, LLC	Elixir Savings
Elixir Pharmacy, LLC	Elixir Pharmacy Elixir Mail Order Pharmacy Elixir Specialty Pharmacy
	WEBSITE: elixirsolutions.com

BRAND ARCHITECTURE - INSURANCE

LEGAL ENTITY	MARKET-FACING
Elixir Insurance Company	Elixir Insurance Elixir RxPlus Elixir RxSecure
	WEBSITE: elixirinsurance.com <i>Insurance logo is external-facing only</i>



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BRAND VOICE

When defining a brand’s tone of voice, think of the company as a person.

The person’s personality speaks loudly through their words and actions.

In creating our brand, we have to be consistent in what we say and how we say it. This is what defines Elixir’s personality, brought to life through words.

We have three simple guidelines for our brand voice: Accommodating; Expert yet uncomplicated; and Transparent and candid.

By following these attributes, we become consistent, distinctive, and recognizable as a friendly advocate looking out for our clients’ and members’ best interests.

Elixir possesses the keys to make the pharmacy benefits experience better for everyone—clients and members alike. In our communications, if we focus on this purpose, we succeed in engaging our audiences and consistently represent our brand promise.



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BRAND VOICE: ACCOMMODATING

Our clients are frustrated with PBMs who answer ‘yes’ on RFPs only to find out they have a hidden agenda. Elixir is different. We want our clients to meet their goals and we will do whatever we can to get to yes and deliver on that promise. We care about their business and we are

committed to delivering what they need. However, we aren’t order takers. We listen and we respond, often with advice or consultative input based on our expertise. Clients can think of us as a friend who is sincerely interested in seeing them succeed.



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BRAND VOICE: ACCOMMODATING

WE ARE:

- ✓ **Aligned with our clients' goals**
- ✓ **Collaborative**
- ✓ **Focused on outcomes**
- ✓ **Attentive and good listeners**
- ✓ **Caring and dedicated**
- ✓ **Warm, friendly**
- ✓ **Empowering**

WE ARE NOT:

- ✗ Feigning intent
- ✗ Corporate
- ✗ Rigid
- ✗ Unresponsive
- ✗ Just taking orders



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BRAND VOICE: ACCOMMODATING

Because we own all the assets needed to optimize the full pharmacy care experience, you get control and choices.

We believe in lasting partnerships. We're connected and collaborative and there's nothing we can't achieve together.

We don't like the high cost of specialty medications either. Here's what we're doing about it.

We always listen to understand, stay agile and adapt quickly, and represent our brand—and yours—with pride.

Elixir Specialty sees each specialty prescription as an opportunity to help improve a member's condition and quality of life.



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BRAND VOICE: EXPERT YET UNCOMPLICATED

With over 20 years as a full service PBM, Elixir is not new to pharmacy benefits. Our clients can rely on us to help them better understand the nuances of a complicated industry. We do what we can to keep it simple. We use straightforward language in our contracts and communications.

We don't use jargon or terminology that only a pharmacist understands but rather common language that is easy to comprehend. We explain and provide insights from our expertise, allowing our clients to make informed decisions.

Likewise, our members are overwhelmed with med-speak. The entire healthcare industry bombards them at every turn with conflicting messages wound up in jargon and tiny print. Elixir is genuine with our members. We help them navigate their pharmacy benefits by using common language and explanations that are understandable. We aren't condescending but rather helpful and human. We treat members like we would treat a friend.



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BRAND VOICE: EXPERT YET UNCOMPLICATED

WE ARE:

- ✓ **Helpful, consultative, insightful**
- ✓ **Approachable**
- ✓ **Informative, using simple terms**
- ✓ **Experienced**
- ✓ **Thoughtful**
- ✓ **Friendly**

WE ARE NOT:

- ✗ **Patronizing**
- ✗ **Arrogant**
- ✗ **Authoritative**



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BRAND VOICE: EXPERT YET UNCOMPLICATED

Step Therapy: Requires you to try an alternative drug prior to another for a particular diagnosis. The alternative drugs are safe and effective and usually less expensive.

Modeled after CDC guidelines and available to clients at no cost, our Pain Management solution ensures members get the medication they need with all safety precautions in mind.

With our EasyRefill program, refills are automatically sent so members never have to worry about missing a dose.

Drugs you take on a regular basis, such as those for controlling diabetes or lowering cholesterol or blood pressure, are known as maintenance drugs.

Sometimes high-cost prescription drugs have a lower cost alternative available that is proven to be safe and effective in treating the same condition.



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BRAND VOICE: TRANSPARENT AND CANDID

There’s a lot of talk about transparency in pharmacy benefits and everyone seems to have their own definition.

At Elixir, transparency is clarity. Clients know what to expect with us, from pricing to service levels. We tell them the truth, good or bad, with sincerity.

We own our missteps and we communicate with honesty. We don’t pretend to know it all but rather admit that together, we can figure it out. We share knowledge and we act as a consultant, advisor and advocate.



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BRAND VOICE: TRANSPARENT AND CANDID

WE ARE:

- ✓ **Honest and straightforward**
- ✓ **Sincere and open**
- ✓ **Trustworthy, dependable and reliable**
- ✓ **Genuine**

WE ARE NOT:

- ✗ Righteous
- ✗ Blunt or rude
- ✗ Hiding behind small print
- ✗ Inconsistent or vague



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BRAND VOICE: TRANSPARENT AND CANDID

Elixir experienced a service interruption with our adjudication platform that prevented some claims from processing at point-of-sale. The issue causing the outage has been resolved, with claims now processing normally.

Our contract language is easy to understand, with straightforward definitions and exclusions. We'll structure your contracts in the way that works best for you.

Your account team works with clients just like you, so they can offer solutions for the challenges you face everyday.

You can count on your Elixir account team to collaborate with you to support sales plans, client retention strategies, quarterly business reviews and more.

You can trust your account team to be responsive because we commit to a 2-hour response time to all of our clients.

Tone



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The tone of our brand voice is approachable, conversational, simple.

- We talk about Elixir in the first person (I, we) and we address our clients and members in second person (you), rather than third person (he/she/it/them).
- We use the term ‘member’ or ‘consumer’ rather than patient. We use simple language and avoid jargon.
- Use positive statements and compassionate language whenever possible.
- Avoid language that creates a bureaucratic, clinical or impersonal tone.
- Write in a conversational manner.
- Avoid industry jargon and complicated terms. Write in simple language.
- Be instructive (not assuming that the reader knows or remembers all the details, basics or rules).



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USE ACTIVE VOICE

Elixir communications should be written in active voice, unless it is discussing an event that is in the past. Active voice means a sentence has an object that performs the verb’s action.

✓ CORRECT EXAMPLE

“The company requires associates to take compliance training every year.”

X INCORRECT EXAMPLE

“The associates are required by the company to take compliance training every year.”

As a reference, in passive voice, the subject is the recipient of the verb’s action.



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USE BENEFIT-ORIENTED LANGUAGE

Write for the perspective of the reader. How does the reader benefit from what you’re saying? Be clear and write for the reader’s benefit.

✓ CORRECT EXAMPLE

“You can rely on us to work alongside you as an extension of your team.”

X INCORRECT EXAMPLE

“We work as an extension of your team.”



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MEMBER COMMUNICATIONS

Communications should be written at a tenth-grade level or lower, with an ultimate goal of sixth grade. Use Word to check the grade level:

- 1 Go to File → Options
- 2 Select Proofing
- 3 Under “When correcting spelling and grammar in Word,” make sure the “Check grammar with spelling” check box is selected
- 4 Select “Show readability statistics”
- 5 Go to Review → Spelling & Grammar
- 6 Once you have corrected or ignored any spelling or grammar errors, a pop-up window will provide readability scores. The Flesch-Kincaid score provides the grade level.



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PREFERRED LANGUAGE FOR MEMBER COMMUNICATIONS

Referring to Elixir

- Refer to Elixir as a pharmacy benefit manager
- Elixir serves members by managing prescription drug benefits on behalf of clients
- Elixir manages your prescription drug benefit on behalf of <Client Name>

How we help members

- We are committed to helping you access the medications you need at prices you can afford.
- We use tools that make it easier for you to make smart choices that save you money.
- <Solution> saves you money with lower copayments and helps your plan continue to provide excellent coverage for you and your family.



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PREFERRED LANGUAGE FOR MEMBER COMMUNICATIONS *continued*

Accessing the Member Portal

- Log into elixirsolutions.com by selecting REGISTER/LOGIN. Have your member ID card handy and follow the instructions.
- To use the mobile app, search Elixir Rx Solutions in your device’s App Store and download the app.
- Avoid using “Member Portal” in member communications. Instead, say, “Log into Elixir to transfer prescriptions, view order history, etc.”
- *Note: Some clients still have a separate Mail Portal. You can say, “Log into Elixir to access home delivery options.”*

Changing Medications

- Always talk to your doctor before you change or stop taking any medication. If you have medical questions, please contact your healthcare provider.



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PREFERRED LANGUAGE FOR MEMBER COMMUNICATIONS *continued*

Generic/Preferred Alternatives

- The majority of generic medications are covered under your plan and we encourage you to ask your doctor to prescribe generic drugs whenever appropriate.
- There are one or more preferred alternatives available that are proven safe and effective in treating the same condition/s. Please ask your doctor to prescribe a preferred alternative medication.
- If you are prescribed any of the excluded high-cost medications, talk to your doctor about changing to lower cost alternatives that are covered by your plan.

Contacting Customer Care

- Have questions? Please call Elixir Customer Care at 800-361-4542 (TTY 711), 24 hours a day, seven days a week.



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FREQUENTLY USED WORDS FOR MEMBER COMMUNICATIONS

Customer Care

Use instead of customer service

Enroll

Use for referring to signing up for mail order instead of register

Register

Use to refer to accessing the Member Portal.
Do not use when referring to signing up for mail order.

Member ID Card

Use instead of prescription ID. Capitalize Member ID.

Member Portal

Use “Log into Elixir” instead

Over the counter

Spell out and hyphenate when preceding a noun. Can also use available without a prescription. Do not use OTC.

- *Example:*
That is an over-the-counter medication.
That medication is available over the counter.
- *Not:*
That is an over the counter medication.
That medication is available over-the-counter.

Preferred Drug List

Use instead of formulary. Also can say ‘approved drug list.’



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GENERAL MEMBER COMMUNICATIONS

Pharmacy Network

Elixir has one of the industry’s largest pharmacy networks, with over 65,000 pharmacies nationwide, including large retail chains, many local independent pharmacies, mail and specialty pharmacy options.

Elixir Customer Service Hours

Legacy EnvisionRx: 24 hours a day, seven days a week, 365 days a year

Legacy MedTrakRx: Monday – Friday 6 a.m. to 9 p.m. CT; Saturday 9 a.m. to 5 p.m. CT

Elixir Pharmacy Hours

Customer care representatives are available 8 a.m. to 10 p.m. ET Monday through Friday and Saturday from 8 a.m. to 4:30 p.m. ET, with pharmacists available 24 hours a day, seven days a week.

REVIEW PROCESS

Member communications should follow a review process that includes Legal and Compliance prior to distribution.

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LOGO

Consistent usage of our logo helps build recognition of our brand and ensures our logo is always rendered with proper impact and legibility.

The Elixir logo is in Elixir Blue, Elixir Green with a gray tagline on a white background. This is our most universally recognized asset, and to aid comprehension, we use that version whenever possible.



⬇ [Download logos](#) in the Elixir Asset Library.



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LOGO COLOR OPTIONS

The white with green bubbles and white versions of the logo should be used only on approved brand colors and imagery where the logo is clear and unobstructed.

The black logo option is approved for black and white print-only applications, newspaper advertising or forms.



WHITE WITH GREEN

Used on Elixir Blue, Elixir Navy or black background only.



WHITE

Used on approved brand colors and imagery where logo is clear and unobstructed.



BLACK

Used on black and white print-only, newspaper advertising or forms.



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LOGO TAGLINE USAGE

Use logo with “Crafted Rx Solutions” tagline for:

- Front or back covers of internal documents such as presentations, brochures, letters etc.
- Any external facing documents unless logo needs to be smaller than its minimum size (see page 35).



Use logo without tagline for:

- Documents where the logo is too small to use the tagline, such as the footer on presentation slides or word documents.
- Internal documents such as forms and reports.





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LOGO CLEAR SPACE

The logo should have adequate space between it and nearby elements on the page. The space around the logo will vary by size of the layout. The minimum space around the logo is equal to the letter “x” from the logo.



CLEAR SPACE RULE WITH TAGLINE



CLEAR SPACE RULE WITHOUT TAGLINE



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LOGO MINIMUM SIZE

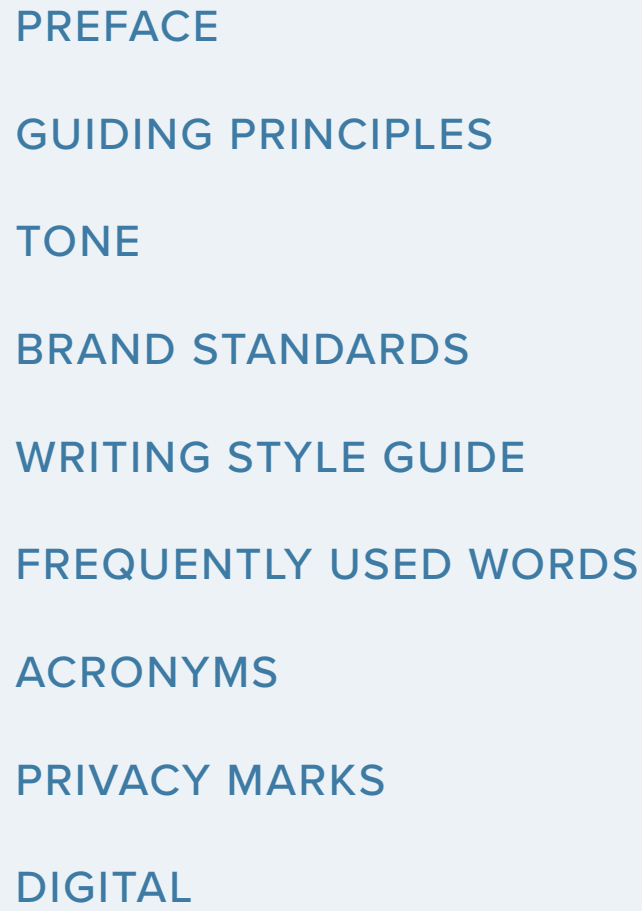
To maintain legibility, the logo with tagline should scale down proportionally to no smaller than 1.2” wide and .55” high. The logo without tagline should scale down to no smaller than .78” wide and .28” high.



MINIMUM SIZE WITH TAGLINE
DIGITAL MINIMUM: 139.33X64 PIXELS



MINIMUM SIZE WITHOUT TAGLINE
DIGITAL MINIMUM: 144X48 PIXELS



IMPROPER LOGO USE

- Don't use white logo on light colors.
- Don't distort the logo in any way.
- Don't replace logo elements.
- Don't place the logo on unapproved colors, patterns or gradients.
- Don't apply any effects to the logo.
- Don't change the sizing or remove any logo elements.
- Don't apply any colors, patterns or gradients to the logo.
- Don't place color or black logos over images.
- Don't rotate or flip logo.



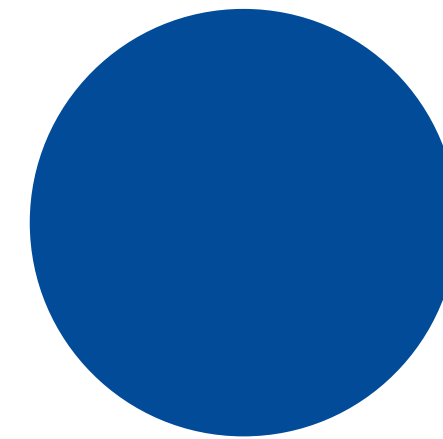


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PRINT COLOR PALETTE - PRIMARY

Consistent use of color is one of the easiest ways to increase brand recognition. The Elixir brand is dominated by blue and green, utilizing accent colors and white space to create eye-catching layouts. Tints of the approved colors may be used.



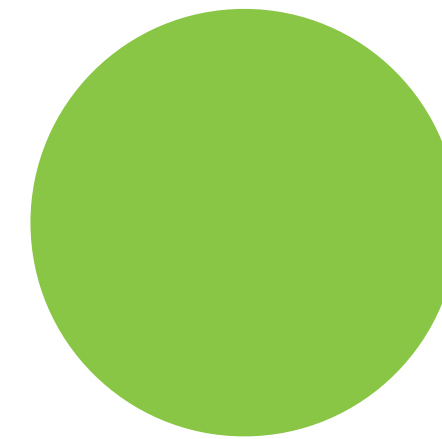
ELIXIR BLUE

PMS 293C

C=100 M=76 Y=0 K=9

R=0 G=61 B=166

TINTS: 75%/50%/25%



ELIXIR GREEN

PMS 376C

C=50 M=0 Y=96 K=0

R=110 G=161 B=1

TINTS: 75%/50%/25%

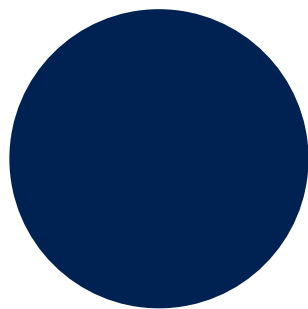




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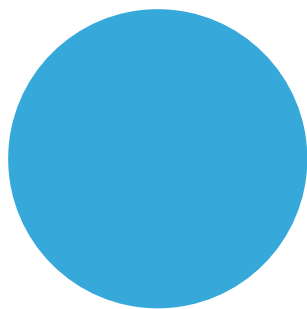
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PRINT COLOR PALETTE - SECONDARY



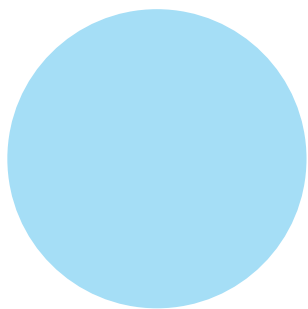
PMS 295C

C=100 M=63 Y=0 K=67
R=0 G=40 B=88
TINTS: 75%/50%/25%



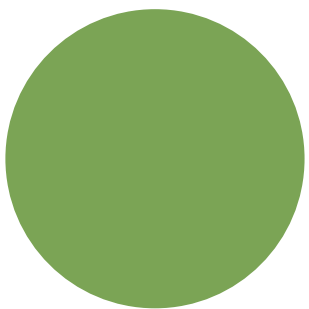
PMS 2389C

C=63 M=12 Y=0 K=0
R=61 G=148 B=206
TINTS: 75%/50%/25%



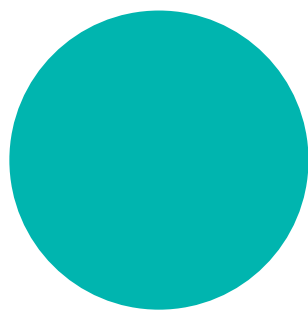
PMS 635C

C=32 M=0 Y=1 K=0
R=166 G=223 B=246
TINTS: 75%/50%/25%



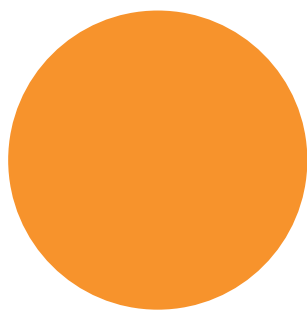
PMS 576C

C=48 M=6 Y=79 K=17
R=69 G=118 B=11
TINTS: 75%/50%/25%



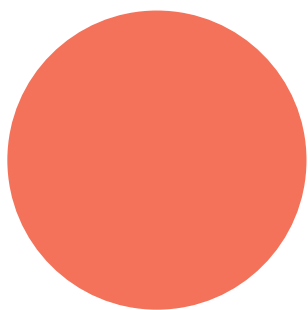
PMS 326C

C=81 M=0 Y=38 K=0
R=44 G=165 B=151
TINTS: 75%/50%/25%



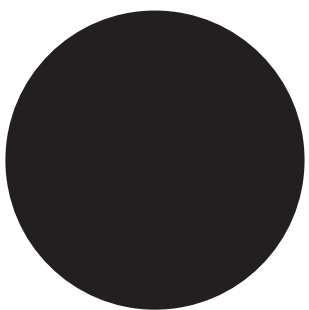
PMS 715C

C=0 M=50 Y=93 K=0
R=243 G=137 B=38
TINTS: 75%/50%/25%



PMS 7416C

C=0 M=69 Y=65 K=0
R=225 G=102 B=81
TINTS: 75%/50%/25%



PMS 430C

C=55 M=41 Y=38 K=5
R=22 G=27 B=30
TINTS: 75%/50%/25%





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ACCESSIBLE COLOR PALETTE - PRIMARY

Color contrast is very important to legibility. To meet current accessibility standards, use only approved color combinations for electronic documents and web pages. Be sure to take special care with reverse type and type overlays for maximum readability.



HEX: 003DA6

Blue can be used as text at any size or as backgrounds with any size white text.

Green can be used as bold 14pt+ text, background with white 14pt+ bold text or background with dark text such as black or navy.



HEX: 6EA101



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ACCESSIBLE COLOR PALETTE - SECONDARY, TERTIARY AND GRAYSCALE

SECONDARY	<div>NAVY PASS</div> <div>HEX: 002858</div>	<div>DARK GREEN PASS</div> <div>HEX: 45760B</div>	<div>DARK TEAL PASS</div> <div>HEX: 1C8172</div>	<div>DARK BLUE PASS</div> <div>HEX: 3E7BA4</div>	<div>PURPLE PASS</div> <div>HEX: 6A4182</div>
TERTIARY	<div>MED BLUE* 14PT+ BOLD & WHITE REVERSE DARK REVERSE</div> <div>HEX: 3D94CE</div>	<div>LIGHT BLUE* DARK REVERSE</div> <div>HEX: A6DFF6</div>	<div>LIGHT TEAL 14PT+ BOLD & WHITE REVERSE DARK REVERSE</div> <div>HEX: 2CA597</div>	<div>ORANGE DARK REVERSE</div> <div>HEX: F38926</div>	<div>CORAL* 14PT+ BOLD & WHITE REVERSE DARK REVERSE</div> <div>HEX: E16651</div>
GRAYSCALE	<div>DARK GRAY 2 PASS</div> <div>HEX: 353C3E</div>	<div>DARK GRAY 1 PASS</div> <div>HEX: 676E71</div>	<div>MED GREY 2 14PT+ BOLD & WHITE REVERSE DARK REVERSE</div> <div>HEX: 8F9699</div>	<div>MED GREY 1 DARK REVERSE</div> <div>HEX: D2DADD</div>	<div>LIGHT GRAY DARK REVERSE</div> <div>HEX: F0F3F4</div>

These colors can be used as text at any size or as backgrounds with any size white text.

All colors can be used as backgrounds with dark reversed text such as black or navy.

*Med blue, light teal and coral can be used as bold 14pt+ text and as backgrounds with bold 14pt+ text.



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Marketing and Digital Use: PROXIMA NOVA

Proxima Nova is an Adobe Typekit font that combines modern proportions with a geometric appearance. It is used for collateral, web and other external-facing marketing items. This is not an available system font and is limited to use by the Marketing department.

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]

TYPEFACE WEIGHTS USED

Proxima Nova Regular

Proxima Nova Medium

Proxima Nova Semibold

Proxima Nova Bold

Proxima Nova Italic

Proxima Nova Medium Italic

Proxima Nova Semibold Italic

Proxima Nova Bold Italic



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Corporate Use: FRANKLIN GOTHIC DEMI AND ARIAL NARROW

Use these fonts for letters, emails, presentations and reports. These are system fonts and should be readily available for use.

FRANKLIN GOTHIC DEMI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]

Used for titles, larger numbers and callouts - one weight

ARIAL NARROW
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]

Used for body copy and copyright - regular and bold weights



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TYPEFACE GUIDELINES

To reinforce clarity and consistency in our design, please follow these general guidelines.

Size Minimums: The minimum font size should be no smaller than 7 pt. for legibility, including fine print. This excludes Elixir’s copyright and date boilerplate information, which should be no smaller than 6 pt., if needed.

Any communications or marketing materials to be sent to a Medicare beneficiary must be in 12 pt or larger typeface.

Alignment: Left align is preferred. Right and center align should be used only when required by the design.

Kerning and tracking: In Adobe applications, kerning should always be set to optical and tracking should never be set to less than -10. Above 10 is used sparingly for callouts.

Headlines and subheads: You can use sentence case (Lorem ipsum) or all-caps (LOREM IPSUM)

Intro copy, body text and legal disclaimers: Should always be in sentence case (Lorem ipsum).



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PHOTOGRAPHY

Our photographic style demonstrate people in their daily lives achieving whole health.

Look for:

- Real, relatable and diverse people engaged in everyday activities or spontaneous moments
- Warm, natural lighting
- Has depth, not a flat photo
- One natural focal point (looking at the camera is okay if not staged)

Refrain from using:

- People pointing
- Staged scenes, models or cliché scenarios (people walking on the beach)
- Dark lighting
- Unrealistic or unattainable situations (mansion-like homes)



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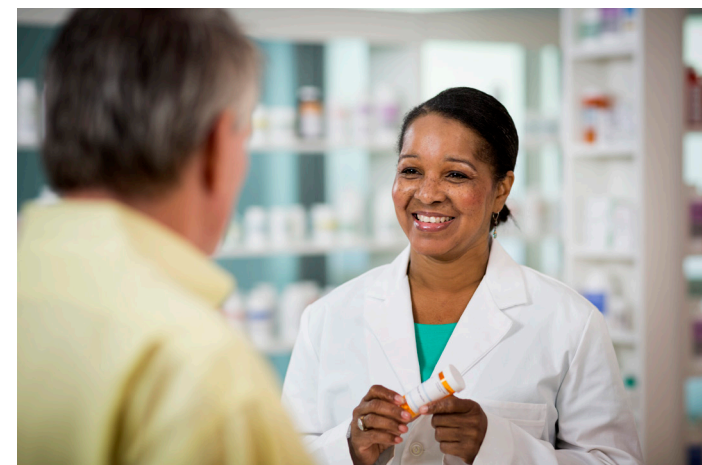
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PHOTOGRAPHY EXAMPLES

⬇ Download [photography](#) to use in the Elixir PowerPoint template





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ICONOGRAPHY

Icons are selectively used in larger documents, websites and presentations where we are trying to communicate a message and/or call-to-action quickly by using a more visual cue. There are a wide variety of icon options to select from in the Elixir PowerPoint template. If you need an icon that is not in the document, please contact AskMarketing@elixirsolutions.com.

Icon Best Practices

- Our icon style has a stroke or outline color instead of a filled color.
- When working with icons in PowerPoint, control the color and width by right clicking the icon and select **FORMAT SHAPE** to open the menu.
- Keep the outline thickness 2 pt width for smaller icons and 4.5 pt width for larger icons.
- To change colors, change the **SHAPE OUTLINE** color.
Note: There are a couple icons that include filled shapes such as an Rx. Double click on the filled shape to select just that shape and apply the fill color to match the color of the outline.

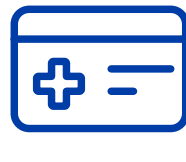
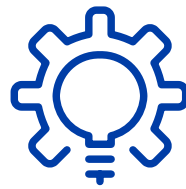
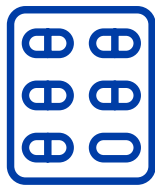


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ICONOGRAPHY EXAMPLES

Find icons in the [Elixir PowerPoint template](#)





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TEMPLATES

Standard communication materials are available to support Elixir across the organization. The Elixir template toolkit is available in the Elixir Asset Library for downloading.

 [Download all materials from the Elixir Asset Library](#)

Assets included in the template toolkit:

- Logos
- Letterhead with cover page
- Presentations with integrated color and design standards
- Email signature
- Fax cover sheet
- SOP (Standard Operating Procedure)
- General Word document



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LETTERHEAD TEMPLATES

- 8.5 x 11 letter size
- Font: Arial Narrow
- Pre-saved information has already been loaded into the standard letterhead templates
- Confidential, restricted and no privacy mark choices
- Letterhead with cover page also available



Sample Letter

Date

Name
Company
Address
City, State Zip Code

Dear Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non quam eu enim congue aliquet ut tempor nisl. Aenean maximus molestie erat eget malesuada. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas:

- Dolor sit amet, consectetur adipiscing elit
- Aenean maximus molestie erat eget malesuada
- Pellentesque habitant morbi tristique

Aenean malesuada, justo sit amet porta vulputate, nisi nisi imperdiet sapien, at ultricies magna mi ut nisi. Aliquam mattis varius maximus. Phasellus hendrerit rhoncus nisi, vel lacinia odio lacinia sed. Maecenas porta mollis lectus, dignissim condimentum augue.

Vestibulum non quam eu enim congue aliquet ut tempor nisl. Aenean maximus molestie erat eget malesuada.

Sincerely,

Name
Company
Contact Information
URL

Confidential – Do not copy or distribute.

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POWERPOINT PRESENTATION TEMPLATES

- Format: PowerPoint Widescreen (16:9)
- Customized template with instructions, colors, icons and photography
- Many layout design options to make building slides easier





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POWERPOINT PRESENTATION TEMPLATES

Presentation Best Practices

- **Teach something new:** incorporate underappreciated insights.
- **Think like a movie:** use interesting visuals and keep track of time, not the number of slides.
- **Tell a story:** use short phrases as slide titles to emphasize the most important point you want to get across to the audience.
- **Keep it simple:** slides should have plenty of white space; the less clutter, unnecessary words and bullets the better to minimize distractions. People can't read and listen at the same time.
- **Create a consistent look and feel:** use the templates to unify your story using the same typography, colors and imagery across all slides.



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EMAIL SIGNATURE TEMPLATE

- Instructions included in the email signature file in the Elixir Asset Library.
- Follow all steps to maintain consistency throughout the company. Do not add any additional information in your email signature unless directed by Marketing.
- For greater productivity, use the same information in your REPLY signature or at least include your phone number(s).
- Double check the quality of the logo. It should be clear and not pixelated.

Email Signature & Default Font in Microsoft Outlook

1. Create your new email signature:

Go to File -> Options -> Mail -> Signatures

Edit your current signature or click 'New' to create a new one, then copy the entire information below and paste into the box under 'Edit Signature'. Edit your full name and any designations, your title, phone and fax numbers and your email address. **Do not just copy the logo.** Do not add any additional information in your email signature unless directed by Marketing.

Name, Designation (i.e. PharmD, R.Ph., etc.)

Title
W 555-555-5555 | **M** 555-555-5555 | **F** 555-555-5555 (optional)
name@elixirsolutions.com



2. Change the default font for emails to Arial Narrow:

Go to File -> Options -> Mail -> Stationery & Fonts

Set both 'New Mail Message' and 'Replying & Forwarding Message' to Arial Narrow, Pt size 11.



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OTHER TEMPLATES

Fax Cover Sheet

7835 Freedom Avenue NW
North Canton, OH 44720
Phone: 1-800-361-4542
Fax: 1-330-405-8081
elixirsolutions.com

elixir
CRAFTED Rx SOLUTIONS

Fax

To:	[Name]	Fax:	[Fax Number]
From:	[Name]	Date:	[Select Date]
Re:	[Subject]	Pages:	[Number of Pages]
Cc:	[Name]		

☒ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

Comments: [Start text here.]

Privacy & Confidentiality of Information Notice: This communication may contain non-public, confidential, or legally privileged information intended for the sole use of the designated recipients. If you are not the intended recipient, or have received this communication in error, please notify the sender immediately by reply email or by telephone at 800-361-4542, and delete all copies of this communication, including attachments, without reading them or saving them to disk. If you are the intended recipient, you must secure the contents in accordance with all applicable state or federal requirements related to the privacy and confidentiality of information, including the HIPAA Privacy guidelines.

SOP

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Standard Operating Procedure

SOP Number and Title (EX: CE-SOP-A Credentialing Workflow Process)

Key Points

- The first key point defines which entities/departments and/or job titles this SOP applies to. **EXAMPLE:** This Standard Operating Procedure applies to Elixir and all of its wholly-owned entities ("Elixir") including all Elixir employees, and, where appropriate, Covered Persons¹.
- The second point states any P&Ps or SOPs that are related to this document (if applicable).
- The third [and additional] point(s) describe(s) the purpose or scope of this SOP. This is a concise summary of the objectives and provides information covered in the document.

Standard Operating Procedure

- Section Title. Detail the procedure used for this SOP¹.
 - Use paragraph numbering to break the procedure into easy-to-follow sections.
 - Use job titles (as opposed to specific employee names) to explain who is responsible for tasks described.

Resources

- Add relevant legal or regulatory citations.
- EX: Center for Medicare and Medicare Services, "Prescription Drug Benefit Manual Chapter 9 - Compliance Program Guidelines", last revision date 1-11-2013
- URAC Accreditation Manual

¹ Covered Persons are others who provide services to or on behalf of Elixir.
² Use endnotes for definitions of industry terms not commonly known to the reader. This allows the reader to approach the content in a more knowledgeable manner and to easily refer back to the definition as needed.

P&P Number and Title (EX: CE-01 Compliance and Ethics Program)

Owner: Owner Department (EX: Compliance and Ethics)

Issued: XXXXXXXX

Reviewed: XXXXXXXX

Revised: XXXXXXXX

Uncontrolled document-printed version only reliable for 24 hours.

Page 1 of 1

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Word Document

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SAML Encryption and Signing:

Encryption:
Elixir can handle encrypted and non-encrypted SAML assertions. Elixir's public key cert will be provided in the event it is required for SAML assertion encryption.

XML Signing:
Elixir will require a public key cert from Highmark to verify signature in Test Environment and Production

Target URLs:
Test Environment: <https://sso-ust.elixirsolutions.com/SSOAuthentication/SSOAuth?Client=Highmark>
Production: <https://sso.elixirsolutions.com/SSOAuthentication/SSOAuth?Client=Highmark>

Required SAML 2.0 Attributes:

- Attribute name:** ClientId
Attribute value: 38cdd2e7-62cc-4b4f-bcbc-896bb334faeb
Format: string
Description: Client identifier, assigned by Elixir
- Attribute name:** MemberID
Format: string
Description: The Member ID of the User
- Attribute name:** FirstName
Format: string
Description: The First Name of the User
- Attribute name:** LastName
Format: string
Description: The Last Name of the User
- Attribute name:** DOB
Format: string (MMddyyyy ex. 12231987)
Description: Date of Birth of the User

Optional Attributes:

- Attribute name:** SSOHost
Format: string (URL)
Description: When the user logs out, they will be redirected to the URL provided in this attribute.
- Attribute name:** ErrorRedirect
Format: string (URL)
Description: When there is an SSO error, the user will be redirected to the URL provided in this attribute.

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DIGITAL BUSINESS CARDS

Market-facing roles may request business cards by completing this form. You will receive an activation email within 48 hours from Haystack. Other requests may be granted on a case-by-case basis.



⬇ For more information and to get started, visit our business card asset library [folder](#). Request a digital card [here](#).

Why digital business cards? Apart from saving some trees, our digital business cards:

- Look beautiful, modern and fresh;
- Can easily be shared to anyone directly from your phone;
- Facilitate ‘contactless exchange’ for maintaining social distancing;
- Can be shared to any device - no app install or sign-up is required by recipients;
- Allow you to add paper business cards you receive by just snapping a photo of their card, and the app will automatically save the new contact details to your phone.



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ENVELOPES

- Full color and black & white options available in a variety of sizes, types and return addresses.
- If there is a need for envelopes, specific department designees will have access to online ordering.
- Contact AskMarketing@elixirsolutions.com if you need assistance.



Writing Style Guide



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Writing Style Guide

Elixir follows AP Style unless otherwise denoted in this guide. The AP Style Book can be accessed online for additional information:

<https://www.apstylebook.com/>

USERNAME:

AskMarketing@elixirsolutions.com

PASSWORD:

Marketing2112



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ABBREVIATIONS AND ACRONYMS

Do not use abbreviations in Elixir communications pieces, except for commonly used words like etc. instead of etcetera and U.S. instead of United States. When using abbreviations, put a period at the end (etc.) and with United States, use periods after the U and the S (U.S.).

Drug doses, such as milligram, should be abbreviated with a space between the number and the dosage. A period is not needed.

✓ **CORRECT EXAMPLE**

10 mg

X INCORRECT EXAMPLE

10mg



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ABBREVIATIONS AND ACRONYMS

When using acronyms, spell out the complete term the first time and put the acronym in parenthesis.

After this first use, you can use the acronym going forward. URAC is the exception to this rule. Never spell out the full name of URAC, always use URAC. See appendix for commonly used acronyms.

✓ CORRECT EXAMPLES:

Multiple sclerosis (MS)

**Food and Drug
Administration (FDA)**

**National Committee for
Quality Assurance (NCQA)**



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ACADEMIC DEGREES

If you’re using the full name of the degree, it’s capitalized (i.e., Bachelor of Science).
If you’re not using the full name of the degree, it’s lower case (i.e., bachelor’s degree).

✓ **CORRECT EXAMPLE**

She has a Bachelor of Science.

X INCORRECT EXAMPLE

She has a bachelor of science.

✓ **CORRECT EXAMPLE**

He has a bachelor’s degree.

X INCORRECT EXAMPLE

He has a Bachelor’s Degree.



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ACCREDITATIONS

This is how we talk about our accreditations. You can learn more about these accreditations on our website here:

<https://www.elixirsolutions.com/aboutus/commitment-to-quality>

RELY ON OUR COMMITMENT TO QUALITY

Elixir holds multiple URAC accreditations, as well as several from the National Committee for Quality Assurance (NCQA), Accreditation Commission for Health Care (ACHC) and National Association of Boards of Pharmacy (NABP).



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AMPERSAND

Do not use the ampersand, or and sign (&), in sentences. It is acceptable to use it in headlines/subheads, in tables or when there are space constraints.



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BULLET POINTS

Capitalize the first letter in all bullet points. Only use periods with bullet points if it's a complete sentence. Bullet points are normally lists and the points cannot stand alone as a sentence. If the point can stand alone as a sentence or has more than one sentence, use punctuation accordingly. If you use punctuation for one bullet, use it for all bullets in the list for consistency.

Bullet points should be consistent within a list, however, they do not need to be consistent throughout a document. If within a document you have one bulleted list that uses complete sentences and then another bulleted list that is one or two words, not a complete sentence, do not add periods to the end of the latter's bullet points.



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BULLET POINTS

✓ CORRECT EXAMPLE

To find a pharmacy near you:

- Visit elixirsolutions.com
- Click on locate pharmacy
- Enter your zip code

X INCORRECT EXAMPLE

To find a pharmacy near you:

- Visit elixirsolutions.com.
- Click on locate pharmacy.
- Enter your zip code.

X INCORRECT EXAMPLE

To find a pharmacy near you:

- visit elixirsolutions.com.
- click on locate pharmacy.
- enter your zip code.



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BULLET POINTS

✓ CORRECT EXAMPLE

To transfer your prescription:

- **Ask your doctor to send a new 90-day prescription to us using the NCPDP number 36-77361.**
- **Call 866-909-5170 and Elixir Pharmacy will help you transfer your prescription. Representatives are available 24 hours daily. Some weekend hours may result in a call back from a pharmacy representative.**
- **Mail your new 90-day prescription to us with the enrollment form included with the packet.**

X INCORRECT EXAMPLE

To transfer your prescription:

- Ask your doctor to send a new 90-day prescription to us using the NCPDP number 36-77361
- Call 866-909-5170 and Elixir Pharmacy will help you transfer your prescription. Representatives are available 24 hours daily. Some weekend hours may result in a call back from a pharmacy representative.
- Mail your new 90-day prescription to us with the enrollment form included with the packet



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CAPITALIZATION

Capitalization should be used at the beginning of sentences, known as sentence case, and for proper names. Be consistent with capitalization and do not capitalize random words.

Headlines and Subheads

Headlines and subheads should be in title case or initial caps. Title case or initial caps capitalizes the first letter of every word, except for conjunctions and prepositions (a, an, the, of) unless they are the first word in the headline/subhead.

✓ CORRECT EXAMPLE

**Taking the Sting Out of Treatment for
Anemia of Chronic Kidney Disease**

X INCORRECT EXAMPLE

Taking The Sting Out Of Treatment For
Anemia Of Chronic Kidney Disease



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Job Titles

Job titles are only capitalized if they come before a person’s name or in a signature.

✓ CORRECT EXAMPLE

Clinical Pharmacist Elizabeth Gooking Greenleaf

X INCORRECT EXAMPLE

Elizabeth Gooking Greenleaf, clinical pharmacist



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Elixir-Specific Roles

Elixir-specific roles that are used to describe a service we provide should be capitalized; however, when used as a person’s title, the rules described above still apply (only capitalize when the title comes before the person’s name). Please note the credentials for these roles should not be capitalized.

✓ CORRECT EXAMPLES:

Our specially trained Care Navigators provide personalized outreach to identified members.

Our Care Navigators are pharmacists and registered nurses.

Care Navigator Jane Doe

If you have any questions, contact Customer Care.

X INCORRECT EXAMPLES:

Our specially trained care navigators provide personalized outreach to identified members.

Our Care Navigators are Pharmacists and Registered Nurses.

Jane Doe, care navigator

If you have any questions, contact customer care.



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Diseases and Medical Conditions

Do not capitalize a disease or medical condition unless it is a proper name or is at the start of a sentence. For conditions, such as hepatitis that have a letter denoting the type, only capitalize the letter indicating the type.

✓ CORRECT EXAMPLE	✓ CORRECT EXAMPLE	✓ CORRECT EXAMPLE	✓ CORRECT EXAMPLE
arthritis	multiple sclerosis	hepatitis C	Crohn’s disease
X INCORRECT EXAMPLE	X INCORRECT EXAMPLE	X INCORRECT EXAMPLE	X INCORRECT EXAMPLE
Arthritis	Multiple Sclerosis	Hepatitis C	crohn’s disease or Crohn’s Disease



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CITATIONS AND REFERENCES

Use endnotes for references and citations. The number denoting the endnote reference should be outside the punctuation for the sentence. References should be written as follows:

Author last name, first initial (year). Title of Article in Initial Caps. Name of Publication or Organization, Any other info like volume, pages, website link, etc.

We recommend always including a website link, if possible, so the citation can be verified.

EXAMPLE Rosenthal, M (2023). Orphan Drugs Continue to Dominate Specialty Pipeline. Specialty Pharmacy Continuum, accessed at <https://www.specialtypharmacycontinuum.com/Policy/Article/02-23/Orphan-Drugs-Continue-to-Dominate-Specialty-Pipeline/69465>.

If there are a lot of authors, you can use **et al** after listing the first one or two authors instead of listing each one.

EXAMPLE Cubanski, J., et al (2019). How Does Prescription Drug Spending and Use Compare Across Large Employer Plans, Medicare Part D, and Medicaid? Kaiser Family Foundation.



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CITIES AND STATES

Spell out the names of states, such as Ohio, unless there are space restrictions, such as in a table. Always use a comma between a city and the state.



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COLONS AND SEMICOLONS

The most frequent use of colons is at the end of sentences to introduce a list, tabulations, quote or something of emphasis. Only capitalize the first word after a colon if it is a proper noun, the start of a complete sentence or a bullet point.

✓ CORRECT EXAMPLE

There were three considerations: expense, time and feasibility.

X INCORRECT EXAMPLE

There were three considerations: Expense, time and feasibility.



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COLONS AND SEMICOLONS *continued*

Semicolons are used to link independent clauses and/or to separate elements of a series when items in the series are long or contain commas. In general, use the semicolon to indicate a greater separation of thought and information than a comma can convey, but less than the separation that a period implies.

✓ CORRECT EXAMPLE

They pulled their boats from the water, sandbagged the retaining walls and boarded up the windows; but even with these precautions, the island was hard hit by the hurricane.



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COMMAS

We do not use the Oxford comma. This means we do not use a comma before “and” or “or” in a series, unless the item in the series includes “and” or “or.”

✓ CORRECT EXAMPLE

I went to the store for milk, eggs and bread.

X INCORRECT EXAMPLE

I went to the store for milk, eggs, and bread.

✓ CORRECT EXAMPLE

The sandwich choices are turkey, peanut butter and jelly, or grilled cheese.

X INCORRECT EXAMPLE

The sandwich choices are turkey, peanut butter and jelly or grilled cheese.

For reference, the Oxford comma uses a comma before “and” or “or” in a series.



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CREDENTIALS

Include acronyms for a person’s credentials with a comma after their name and use periods between the letters. If a person has multiple credentials, use a comma to separate the acronyms. Exceptions to the periods are primary and secondary degrees (BA, BS, MBA) and certifications where the certifying bodies do not use periods (BCACP, CSP, APR).

✓ CORRECT EXAMPLES

Clark Kent, Pharm.D., BCACP

Harry Potter, M.D.

Minnie Mouse, R.Ph.



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DASHES

Em Dash: The em dash is used for emphasis and is a longer dash. Use the “insert symbol” function in Word to select the em dash, or type two dashes and the next word to create one automatically. There is no space before nor after the em dash.

En Dash: The en dash is used between numbers, dates and times. It is slightly longer than a hyphen, but shorter than the em dash. Use the insert symbol in Word to select the en dash.

✓ EM DASH CORRECT EXAMPLE

Elixir Insurance offers the lowest monthly premium—just \$12.60—in several states.

✓ EN DASH CORRECT EXAMPLE

**The conference will be
January 24–25, 2018.**



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DRUG NAMES

Brand name drugs should always be capitalized. A registration mark should be used at the end of brand name drugs on the first reference only. After the first reference, the registration mark should not be used. Registration marks should be superscript.

Generic drugs should be lower case unless the drug appears in a headline or subhead. Generic drugs do not need registration marks.

✓ CORRECT
EXAMPLE

Lyrica[®]

✗ INCORRECT
EXAMPLE

lyrica

✓ CORRECT
EXAMPLE

insulin

✗ INCORRECT
EXAMPLE

Insulin



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HYPHENS

Use when two or more words come before a noun and describe it, unless the first word ends in “ly.”

✓ CORRECT EXAMPLE

high-cost conditions

✗ INCORRECT EXAMPLE

high cost conditions

✓ CORRECT EXAMPLE

**highly rated
television show**

✗ INCORRECT EXAMPLE

highly-rated
television show

A hyphen should also be used when a word contains two vowels next to each other.

✓ CORRECT EXAMPLES

co-insurance | anti-inflammatory



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EXAMPLES

e.g. vs. i.e. e.g. stands for exempli gratia and means “for example.” i.e. stands for id est and means “in other words.” To help keep the differences straight, you can associate the “e” in e.g. with example. E.g. should be used when providing a list of examples, whereas i.e. provides further explanation.

For both e.g. and i.e., always lower case both letters and put a period after each letter. Also, use a comma at the end before providing your list or explanation.

✓ E.G. CORRECT EXAMPLE

I like citrus fruits, e.g., tangerines, lemons and limes.

✓ I.E. CORRECT EXAMPLE

I like citrus fruits, i.e., the juicy, edible fruits with leathery, aromatic rinds.



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NUMBERS

Spell out numbers zero through nine and use numerals for all other numbers greater than nine, unless it’s at the start of a sentence.

✓ CORRECT EXAMPLE

There are 10 patients who take two medications each.

X INCORRECT EXAMPLES

There are ten patients who take two medications each.
or There are 10 patients who take 2 medications each.

Spell out any numbers that start a sentence.

✓ CORRECT EXAMPLE

Forty people were on the train.

X INCORRECT EXAMPLE

40 people were on the train.



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NUMBERS *continued*

Use commas when there are more than three places.

✓ **CORRECT EXAMPLE**

1,000, 100,000, 200,000

This includes ordinal numbers.

✓ **CORRECT EXAMPLE**

He was in first place.

X INCORRECT EXAMPLE

He was in 1st place

✓ **CORRECT EXAMPLE**

He was in 10th place.

X INCORRECT EXAMPLE

He was in tenth place.



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NUMBERS *continued*

You can also use an upper case “K” to denote a thousand. There should not be a space between the number and the letter. Be consistent throughout the document in how you write numbers over a thousand.

✓ **CORRECT EXAMPLES**

1K, 100K, 200K

For numbers in the millions, billions or higher, use a numeral followed by the word millions, billions, etc. or an upper case “M” or “B,” etc. without a space between the number and the letter. Again, be consistent throughout the document.

✓ **CORRECT EXAMPLES**

**1 million, 250 million, 3.5 billion
OR 1M, 250M, 3.5B**

Do **not** spell out a number and then put the numeral in parenthesis.

X INCORRECT EXAMPLE

one (1)



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DATES

Use numbers in dates, do not spell out the day or year. Do not use st, nd, rd or th. Use a comma between the day and year.

✓ CORRECT EXAMPLE

July 2, 2020

X INCORRECT EXAMPLES

July 2nd 2020 or July second 2020



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TIME

Use figures except for noon and midnight. Use a colon to separate hours from minutes when it’s not on the hour. To denote time, use lower case a.m. and p.m. with periods after each letter. There should be a space between the number and the designation. If a time zone is needed, capitalize the abbreviation for the time zone and do not separate the letters with periods. Also, do not put a comma before the time zone.

✓ CORRECT EXAMPLE

1 p.m. ET

X INCORRECT EXAMPLE

1:00 PM E.T.

✓ CORRECT EXAMPLE

11:30 a.m.

X INCORRECT EXAMPLE

11:30AM, E.T.



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PHONE NUMBERS

Use dashes between the area code and prefix, not dots or parentheses, and do not include a 1 in front of the number, even 800 numbers.

✓ **CORRECT EXAMPLE**

330-486-4856

X INCORRECT EXAMPLE

1 (330) 486.4856



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PERCENTAGES

Use the percent sign (%) throughout document instead of spelling out percent.

✓ CORRECT EXAMPLE

54%

X INCORRECT EXAMPLE

54 percent



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PARENTHESES

Use parentheses sparingly. Place a period outside the parenthesis if it is not a complete sentence and inside the parenthesis if is an independent sentence.

✓ **CORRECT EXAMPLE**

(as an example).

✓ **CORRECT EXAMPLE**

(She used an example to make her point.)

X INCORRECT EXAMPLE

(as an example.)

X INCORRECT EXAMPLE

(she used an example to make her point).



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PRONOUNS

Use ‘he’ for singular in the first instance and ‘she’ for the second, if applicable, so that all genders are equally recognized.



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QUOTATION MARKS

All punctuation goes inside the quotation marks.

✓ CORRECT EXAMPLE

“I love my job!”

X INCORRECT EXAMPLE

“I love my job”!



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SPACING BETWEEN SENTENCES

Always use a **single** space between sentences.

Frequently Used Words



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Frequently Used Words

Associate: Use associate instead of employee, staff, etc. except if already used in the sentence

Caregiver: Instead of care giver

CMS Star Ratings: Capitalize Star Ratings and all instances of Stars. Use numerals with a point zero to refer to the actual rating

Example: Elixir received a 3.0 Star Rating in 2020.

Co-insurance instead of coinsurance

Compound medications or compounded medications

Copay instead of co-pay or CoPay

Coworker instead of co-worker

Customer instead of patient

Diabetic: Use person with diabetes rather than diabetic

Disability: Use instead of handicap

Email: All one word, lower case e, unless the start of a sentence, *Not* e-mail

Handicap: *Never use handicap or handicapped.* Use disability or disabled instead
Example: The building is disability accessible.

Healthcare instead of Health care

Health plan not healthplan

Helpdesk instead of Help Desk

Homepage: All one word



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Frequently Used Words

Industry best: Use to describe our technology platform instead of state-of-the-art

Into vs in to: “Into” is a preposition that shows movement toward something or inside something. “In” is an adverb that is sometimes followed by to, but they are not related. Use “involved” or “interested in” instead of “into.”

Examples:

“She put the letter into the envelope.”
Not “She placed the letter in to the envelope.”

“I dropped in to say hello.”
Not “I dropped into say hello.”

Login, logon, logoff: One word, no space, except when used as a verb

Example: I log in to my computer.

Mail order: Two separate words, no hyphen, *Not* mail-order

Member: Use member instead of patient

Nonadherent/Nonadherence or non-adherent when modifying a noun

Examples:

Nonadherence is a battle.

Non-adherent members are those who don’t take their medicine.

Noncompliance/Noncompliant or non-compliance when modifying a noun

Online: All one word

Onsite: All one word



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Frequently Used Words

Pharmacy Benefit Management (PBM)

Pharmacy & Therapeutics committee: Use the ampersand, capitalize Pharmacy and Therapeutics, lower case committee

Portal: When addressing any audience other than members, it is ok to say Member Portal and Mail Portal (always capitalized)

Products: Use solutions instead of products

Rx: It is ok to use Rx in headlines, subheads, taglines, tables, social media or other areas where space is limited. Do *not* use Rx in a sentence.

Example: “He filled his prescription.”

Not “He filled his Rx.”

Setup, set up, set-up: Use setup as one word when it is a noun, such as a trap for criminals, or an adjective, and use set up as two words when it is a verb. *Do not* hyphenate.

Example: “The crime boss walked right into the setup” vs. “The judges still had to set up the chess board”

Signup, sign up, sign-up: Use signup as one word when it is a noun or an adjective and as two words when it is a verb. *Do not* hyphenate.

Example: “The signup form is on the table” vs. “Sign up for mail order today”

Solution(s): Use instead of products or programs. Capitalize solution when it is part of the proper name for a product or service

Example: Pain Management Solutions or Diabetes Management Solution.



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Frequently Used Words

That vs. which: Use “that” if the words that follow are needed. Use “which” if the words that follow could be removed and the sentence would have the same meaning. There should always be a comma before which.

Example: “House Republicans scrambled Friday to finish work on a bill that will keep the government open beyond March 4th.”

Not “House Republicans scrambled Friday to finish work on a bill, which will keep the government open beyond March 4th.”

“There was an earthquake in China, which is bad news.”

Not “There was an earthquake in China, that is bad news.”

Toward: Instead of towards

Website: All one word

Acronyms



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Acronyms

ACA: Affordable Care Act

ACHC: Accreditation Commission for Healthcare. We have ACHC Specialty Pharmacy accreditation.

ACO: Accountable Care Organization

AEP: Annual Enrollment Period. This is a time period from October to December (actual dates change each year) when Medicare beneficiaries must make coverage selections, either re-enrolling in their existing plan or enrolling in a new plan.

ANOC: Annual Notice of Change

ASO: Administrative Services Only

AWP: Average Wholesale Price. This is a cost for prescription medications.

BDA: Benefit Design Administration

BIN: Beneficiary Identification Number

BSF: Benefit Spec Form (term used internally for identifying a client’s plan design)

CDAG: Coverage Determinations, Appeals and Grievances

CMR: Comprehensive Medication Review

CMS: Centers for Medicare and Medicaid Services

COB: Coordination of Benefits

DAW: Dispense as Written. This is a set of instructions that can be written on a prescription that tells the pharmacist not to substitute generic or other alternative.

DEA: Drug Enforcement Administration



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Acronyms

DME: Durable Medical Equipment

DUR: Drug Utilization Review. This is an analysis of the medications a member is taking.

EGWP: Employer Group Waiver Plan

EOB: Explanation of Benefits. This is a statement sent to members that describes the medications they received and how they were covered under their prescription benefit plan.

EOC: Evidence of Coverage

EOY: End of Year

ER: Emergency Room

FDA: Food and Drug Administration

FDR: First Tier, Downstream and Related Entity

FWA: Fraud, Waste and Abuse

HIPAA: Health Insurance Portability and Accountability Act

KPI: Key Performance Indicator

LTC: Long-Term Care

MA: Medicare Advantage. A type of Medicare plan.

MAC: Maximum Allowable Cost

MAPD: Medicare Advantage Prescription Drug Plan

MCO: Managed Care Organization

Medicare Part A: Hospital Insurance

Medicare Part B: Medical Insurance



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Acronyms

Medicare Part D: Prescription Drug Insurance

MTM: Medication Therapy Management

NABP: National Association of Boards of Pharmacy. This accrediting organization requires a registered trade mark be used after both the full name and the acronym, even when using both: National Association of Boards of Pharmacy® (NABP®). We have a Digital Pharmacy Accreditation from NABP.

NCQA: National Committee for Quality Assurance. We have Accreditation in Utilization Management and Health Information Products Certification for Pharmacy Benefits Information from NCQA.

NCPDP: National Council for Prescription Drug Programs

NDC: National Drug Code. All prescription medications approved by the FDA have an NDC number.

NPI: National Provider Identification

OON: Out of Network. This refers to when a member fills a prescription at a pharmacy that is not in our network.

OOP: Out of Pocket. This refers to the costs that the member incurs that are not covered by the prescription benefit, such as their copay.

OTC: Over the Counter, or a drug available without a prescription.

PA: Prior Authorization. Some medications require an authorization from the member's doctor before the prescription will be covered by the plan.



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Acronyms

PALs: Pharmacy Advisory Leaders. Typically these are key leaders at consulting firms.

PBM: Pharmacy Benefit Manager

PCN: Prescription Processor Control Number

PDE: Prescription Drug Event

PDP: Prescription Drug Plan. This term refers to Medicare prescription drug plans, such as the ones offered by Elixir Insurance.

PHI: Personal Health Information

PII: Personally Identifiable Information

PMO: Project Management Office

PMPM: Per Member Per Month

PMPY: Per Member Per Year

POS: Point of Sale. This is where a customer pays for a product.

P&T: Pharmacy & Therapeutics committee

QBR: Quarterly Business Review.

REMS: Risk Evaluation and Mitigation Strategy

RFP: Request for Proposal.

SME: Subject Matter Expert. This is a person that can be contacted for additional information on a particular subject.

TMR: Targeted Medication Review

TPA: Third-Party Administrator. These are organizations that manage insurance benefits for companies.



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Acronyms

TROOP or TrOOP: True Out-of-Pocket cost/expense

U&C: Usual & Customary. This is the price that a customer pays for a drug at the pharmacy.

UM: Utilization Management. There are a variety of UM strategies, such as quantity limits and step therapy that can be applied to control costs and ensure members are taking the right medication for their condition and are taking it safely.

URAC: This accrediting organization does not use its full name. Always use the acronym only. We have URAC accreditations in Pharmacy Benefit Management, Drug Therapy Management, Specialty Pharmacy and Mail Service Pharmacy.

WAC: Wholesale Acquisition Cost

Privacy Marks



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Privacy Marks

A variety of language exists to protect the company, our members and consumers, and our information. Depending on the content created, all forms should have one of these marks unless the content is for public distribution. Confidentiality marks help us ensure we share and protect our information correctly.

CONFIDENTIAL

For content shared with outside parties containing pricing or other sensitive business information typically clients, prospects, vendors, brokers, etc.

CONFIDENTIAL – Do not copy or distribute.

RESTRICTED

For all content used internally ONLY.

RESTRICTED – Not for external distribution.

UNRESTRICTED

For materials without sensitive information that has been created or approved for public distribution without any mark or disclaimer. Typically content like marketing materials, job postings, etc.

COPYRIGHT

For all content used both internally and externally. “Elixir” should be used on all copyright statements—even if in a different line of business document.

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PRIVACY BEST PRACTICES

All confidential and restricted material requires the use of a disclaimer.

Mark should be placed in a conspicuous location (e.g., footer/header) on the document.

Font should be 7 point (minimum), Arial Narrow (no italics, no bold).

Privacy stamps already exist in template toolkit assets so you don't have to create separately.

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Elixir has an online presence which include websites, blogs and social media accounts to stay connected to our clients, members and partners.

WEBSITES

elixirsolutions.com

elixirinsurance.com

elixirsavings.com

BLOG

Learn more ways to improve patient and plan outcomes with our blog:

blog.elixirsolutions.com

SOCIAL MEDIA

LinkedIn:

linkedin.com/company/elixir-craftedrxsolutions

Twitter: @ElixirPBM

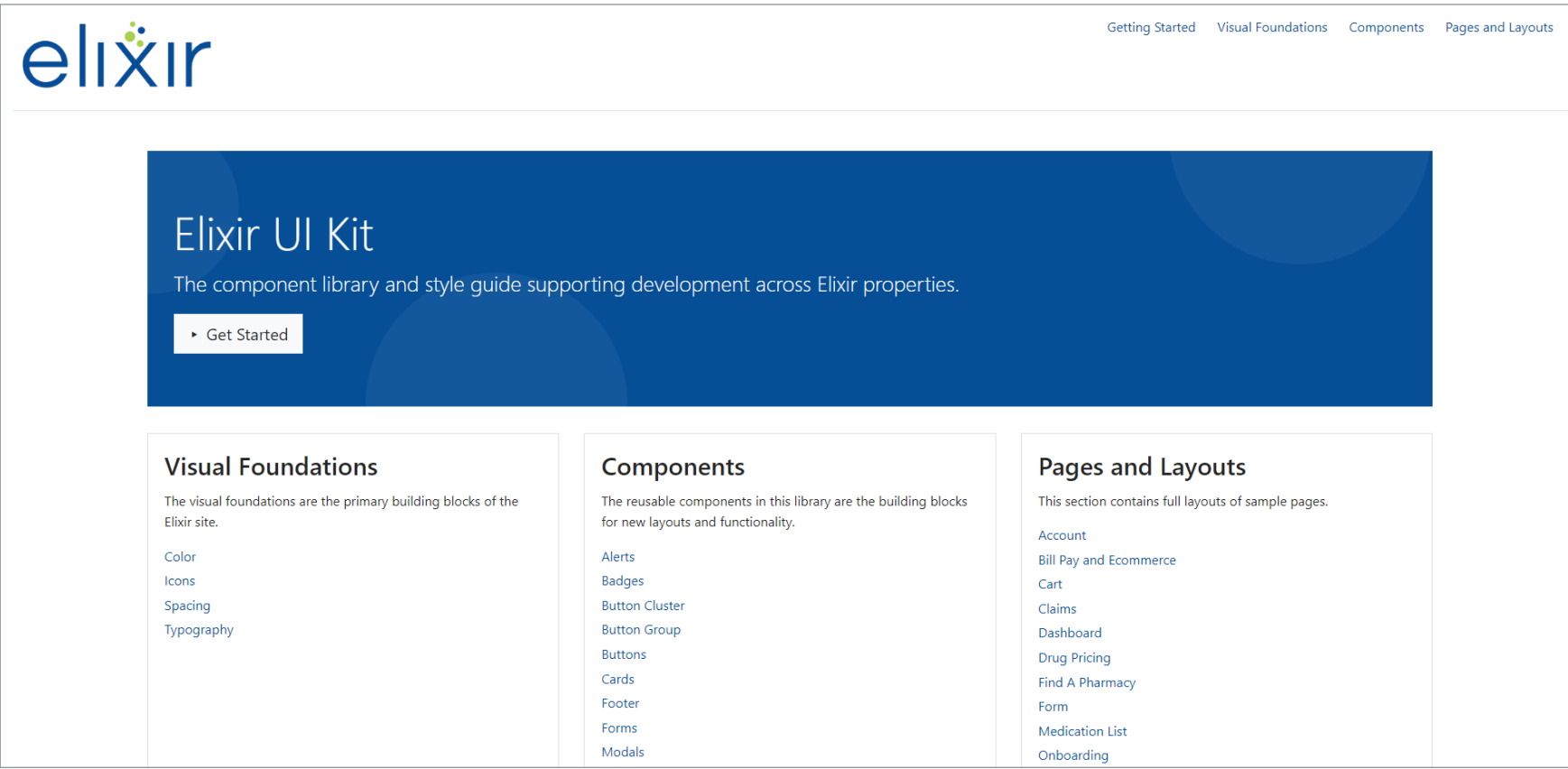


- PREFACE
- GUIDING PRINCIPLES
- TONE
- BRAND STANDARDS
- WRITING STYLE GUIDE
- FREQUENTLY USED WORDS
- ACRONYMS
- PRIVACY MARKS
- DIGITAL

Digital

DIGITAL STYLE GUIDE

Our digital style guide is a one-stop place to see all visual styles of the site such as headers, links, buttons, color palettes and any visual language that is used on our web and digital assets. For access to this site, please contact marketing at AskMarketing@elixirsolutions.com.





QUESTIONS?

Contact the Marketing Department at
AskMarketing@elixirsolutions.com



ACKNOWLEDGMENT OF REQUIREMENTS

All employees are required to read our Brand Guidelines and follow its standards as well as Elixir policies and practices.



UPDATES TO THE BRAND GUIDELINES

Periodic updates will be made to the Brand Guidelines. Download the most up-to-date version in our Asset Library.

ELIXIR MAILING ADDRESS:

7835 Freedom Ave. NW, North Canton, OH 44720
800-361-4542

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