



# Department of Health

**KATHY HOCHUL**  
Governor

**JAMES V. McDONALD, M.D., M.P.H.**  
Acting Commissioner

**MEGAN E. BALDWIN**  
Acting Executive Deputy Commissioner

March 10, 2023

Dear Pharmacy Provider:

Beginning on **April 1, 2023**, the pharmacy benefit for New York Medicaid Managed Care members will be transitioned to NYRx, the Medicaid Pharmacy Program. This change applies to all mainstream Managed Care Plans (MCPs), including Health and Recovery Plans (HARPS) and HIV Special Needs Plans (HIV SNPS). For more information about the Pharmacy benefit transition please visit:

[https://www.health.ny.gov/health\\_care/medicaid/redesign/mrt2/pharmacy\\_transition/](https://www.health.ny.gov/health_care/medicaid/redesign/mrt2/pharmacy_transition/) .

With this change, Medicaid Managed Care members will be subject to the NYRx Brand less than Generic (BLTG) program. The BLTG program promotes the use of certain multi-source brand name drugs when they are **less** expensive, after rebates, than the generic equivalent. The current listing of brand name drugs included in the BLTG Program is attached and can also be found here: [https://newyork.fhsc.com/providers/BLTGP\\_about.asp](https://newyork.fhsc.com/providers/BLTGP_about.asp)

Our records indicate that Medicaid Managed Care prescription claims have been processed by your pharmacy for the generic version of a drug in the BLTG program. Effective **April 1, 2023**, you will receive the following denial message if you submit these claims to the NYRx program. You can avoid claim denials by dispensing the brand name products. A new prescription is **not** required.

**Pharmacy Claim Denial Message:**

<b><i>NCPDP Response Code/Message</i></b>	421	Dispense Brand Drug Instead of Generic Equivalent
<b><i>NCPDP Reject Code/Message</i></b>	606	<a href="#">Brand Drug / Specific Labeler Code Required</a>

If you would like to be notified of changes to the BLTG Program and other NYRx Medicaid pharmacy programs, you may request to be added to the email distribution list at:

<https://newyork.fhsc.com/providers/notify.asp>.

Thank you for your continued support and assistance in providing a smooth transition for NYS Medicaid members.

Sincerely,

NYRx, The Medicaid Pharmacy Program