

NYRx Brand Less Than Generic Program Update

What Pharmacy Providers and Prescribers Need to Know

Effective **July 15, 2025**, the following changes will be made to the Dispense Brand Name Drug When Less Expensive Than the Generic Program:

- **NuvaRing®** will be **REMOVED** from the program, as the new manufacturer of NuvaRing® does not participate in the Medicaid Drug Rebate Program (MDRP).

In conformance with State Education Law, a pharmacist shall dispense a less expensive, therapeutically equivalent drug containing the same active ingredients, dosage form, and strength as the drug prescribed/ordered. This includes substituting the brand name drug when NYRx has determined it to be the less expensive alternative for the patient. Brand name drugs included in this program:

- Do not require "Dispense as Written" (DAW) or "Brand Medically Necessary" on the prescription.
- Have a generic copayment.
- Are paid at the Brand Name Drug reimbursement rate or usual and customary price, whichever is lower (SMAC/FUL are not applied).
- Do not require a new prescription if the drug is removed from this program.

Important Billing Information

Pursuant to this program, prescription claims submitted to the Medicaid program **do not require** the submission of a DAW Product Selection Code of "1"; Pharmacies should **submit DAW code 9** (Substitution Allowed by Prescriber but Plan Requests Brand). Pharmacies will receive an NCPDP reject response of "22" which means missing/invalid DAW code if other DAW codes are submitted. The only exception to this is DAW code "1" and "Brand Medically Necessary" on the prescription.

Prior authorization is **only** available for generics of brand medications if one of the following is met:

- Member is allergic to an **inactive** ingredient in the brand medication
- Brand medication is on a confirmed backorder by the manufacturer
- Member has a better therapeutic outcome with the generic product compared to the brand name product.

The pharmacy should dispense the brand name product and NOT submit a prior authorization request to the provider's office for a generic of a BLTG drug unless one of the above conditions is met.

For a complete list, see [NYRx BLTG Program Brand Name Drugs](#) on the next page.

NYRx BLTG Drugs

NYRx BLTG Program Brand Name Drugs*		
Acular LS™	Dymista®	Risperdal Consta®
Advair Diskus®	Epipen	Sandostatin LAR®
Advair HFA®	Epipen, JR	Spiriva® HandiHaler®
Alphagan P® 0.15%	Farxiga®	Sprycel®
Alphagan P® 0.1%	Forteo®	Symbicort®
Anoro Ellipta®	Istalol®	Targretin® gel
Apriso®	Kitabis® Pak	Tegretol® suspension
Azopt™	Motegrity®	Tegretol® tablet
Bethkis®	Myrbetriq®	Tegretol® XR
Brovana®	Nexavar®	Trileptal® suspension
Carbaglu®	Oxtellar XR™	Ventolin® HFA
Carbatrol®	Pentasa®	Victoza®
Cellcept® suspension	Pradaxa®	Votrient®
Cipro® oral suspension	Promacta® tablets	Vyvanse® capsule
Combigan®	Protonix® suspension	Xarelto® 2.5mg tablet
Copaxone® 20mg SQ	Pylera®	Xigduo® XR
Daytrana®	Restasis®	Zavesca®
Depakote® Sprinkle	Retin-A® cream	

* This list is subject to change. For the most recent updates, see the [Brand Less than Generic Program Updates](#).

* Drugs in this program may be subject to prior authorization requirements of other pharmacy programs.

Resources

- [NYRx Brand Less Than Generic Program](#)
- [NYRx Education & Outreach Website](#)
- [NYRx Preferred Drug List](#)

Contact Information

The NYRx Education & Outreach Call Center is available by phone at 1-833-967-7310 or by email at NYRxEO@primetherapeutics.com from 8:00 AM to 5:00 PM ET, Monday through Friday, excluding holidays.

The NYRx Education & Outreach team hosts virtual office hours every week for stakeholders to ask questions related to NYRx and care coordination. Visit the [NYRx Education & Outreach website](#) for more information.