

Brief Notes

NEWS FOR BROKERS & CONSULTANTS

Applies to: Commercial and Medicare Advantage markets

Horizon BCBSNJ Combats Opioid Misuse

As part of our efforts to help combat the opioid crisis in New Jersey, Horizon Blue Cross Blue Shield of New Jersey is mailing free packets of DisposeRx[®], a medicine disposal product, to members who have recently received one or more opioid prescription(s) for a duration of five days or less. DisposeRx allows for the safe and effective disposal of opioids by forming a gel-like substance when mixed with water that prevents the retrieval of the medicine.

Opioids are a class of drugs that include the illegal drug heroin, synthetic opioids such as fentanyl, and pain relievers available legally by prescription, such as oxycodone (contained in OxyContin[®] and Percocet[®]) and hydrocodone (Vicodin[®], codeine and morphine). Prescription opioids are generally safe when taken as prescribed by a doctor, but then can be misused and lead to addiction, overdose or death.

As the largest health insurer in New Jersey, Horizon BCBSNJ is committed to combatting the opioid epidemic and preventing prescription drug misuse. Horizon BCBSNJ currently has a number of ongoing programs and is collaborating with community partners to educate New Jersey residents about prevention, treatment and recovery opportunities for individuals struggling with a Substance Use Disorder (SUD).

In addition to mailing the DisposeRx packets to members, the Company is teaming up with local communities, police departments and the Drug Enforcement Agency's New Jersey division to disseminate DisposeRx packets at community events to help keep New Jerseyans safe from prescription drug misuse.

Horizon BCBSNJ covers 3.6 million lives and has been at the forefront of trying to prevent, detect and treat SUD. We understand New Jersey because we are New Jersey — we know our members, our providers and our communities — and have built our approach to the opioid crisis around the idea that health care solutions have to exist in the communities where our members live, work and play.

If you have any questions, please contact your Horizon BCBSNJ sales executive or account manager.



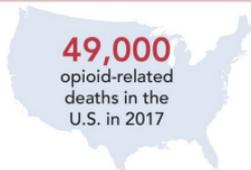
53% of opioid misusers
obtain their opioids from
a friend or relative

Source: samhsa.gov



4 out of 5
new heroin users started as
prescription opioid users

Source: drugabuse.gov



Source: cdc.gov