*In an effort to give timely notice to the pharmacy community concerning important pharmacy topics, the Department of Health and Mental Hygiene's (DHMH) **Maryland Medicaid Pharmacy Program** (MMPP) has developed the **Maryland Medicaid Pharmacy Program Advisory**. To expedite information timely to the pharmacy and prescriber communities, an email network has been established which incorporates the email lists of the Maryland Pharmacists Association, EPIC, CARE, Long Term Care Consultants, headquarters of all chain drugstores and prescriber associations and organizations. It is our hope that the information is disseminated to all interested parties. If you have not received this email through any of the previously noted parties or via DHMH, please contact the MMPP representative at 410-767-1455.*

Generic vs. Brand status on Maryland Medicaid Preferred Drug List (PDL)

In order for the State to enhance the benefit of the PDL, in some instances the multisource brand name drug is Preferred over its generic equivalents, because the branded drug is less costly than its generic counterpart. This happens most often in cases of newly released generics. When manufacturer rebates are taken into consideration, the brand name drug has a lower net cost to the State.

The purpose of this Advisory is to alert you that effective, October 16, 2013 brand name **Lidoderm®** will be **preferred** over the generic. The claim with **DAW 6** will adjudicate and be priced appropriately. Claims with any other DAW code will reject when the brand name drug is Preferred, no MedWatch is needed.

- If any problems are encountered during the on-line claim adjudication of Preferred Brands, contact Xerox 24-hour Help Desk at 800-932-3918 for additional system overrides related to the use of the correct DAW code (for example, if there is other insurance primary). All past Advisories are available online on DHMH's new web link at: http://mmcp.dhmh.maryland.gov/pap/SitePages/Provider%20Advisories.aspx