rxss®
Rx Savings Solutions

BRAND GUIDE

Refreshed · Refined · Reimagined

FOR THE NEXT CHAPTER

Welcome to the refreshed Rx Savings Solutions brand. We look much different than 10 years ago, and a lot different than our competition.

We're helping more members in more ways, and more help is on the way. We're adding clients, partnerships and employees at an accelerated rate. The market continues to embrace our belief that helping members with prescription costs is the best way for employers and health plans to control pharmacy spend.

Our story continues to be: **Empower consumers and simplify a complex landscape.** It's time for the next chapter and a fresh look that reflects who Rx Savings Solutions is today.

THE BRAND

MISSION

To make lives better by empowering consumers and simplifying the complex world of prescription drugs.

VISION

To deliver a trusted and simplified pharmacy experience for everyone.

WHAT WE DO

Rx Savings Solutions combines patented clinical technology with a comprehensive engagement platform that empowers employers, health plans and their members to take control of their pharmacy spend. Our solution layers on top of a client's existing pharmacy benefit to provide unbiased, personalized prescription guidance. Savings suggestions are delivered proactively to individual members, along with simple steps for converting to lower-cost options.

THE BRAND

The following Brand Guide provides guidelines and details on how we can each contribute to delivering a consistent, cohesive brand presence to our clients, members, and generally out in the public/market.

Every word we write, every image we use, everything we say and do inside and outside the office walls contributes to and is a reflection of the Rx Savings Solutions brand.

It's not about indoctrination or dogma.

IT'S WHO WE ARE.

WE ARE:

Approachable + Advocating

Passionate + Personable

Informative + Empowering

Brand Templates

Approved brand templates and other resources related to corporate rebrand are available for all employees to use. Brand templates may be found on **Confluence: Logo + Website Rebranding Q4 2021**.

THE BRAND

THE LOGO

OUR LOGO

It is important to maintain the visual symbol of our brand in consistent, cohesive ways for both internal and external uses.

In recent years, other brands in our space have leveraged the words "Rx Savings" in some way. We sought to refresh our overall brand, anchored by a logo that's as distinctive as our solution.

The characters r-x-s-s give us a unique, more flexible "short name" that plays better with the icon and focal point of the logo.

We display both the abbreviation and full name to ensure/reinforce brand recognition.

rxss®

Rx Savings Solutions

THE LOGO

SIGNIFICANCE

Our logo is not just a logo. The icon helps to tell our story. The shapes have abstract representation of pill forms to help reinforce the nature of our company our mission of lowering pharmacy spend.

Each of the four abstract capsule forms represents the groups we serve—health plans, employers, strategic partners and the soul purpose of our company's mission, our members. The teal dots also tie back to our history and where we began. Together, the connected forms symbolize a symbiotic relationship and how all parties benefit when members save.

HEALTH PLANS

STRATEGIC PARTNERS

EMPLOYERS

MEMBERS
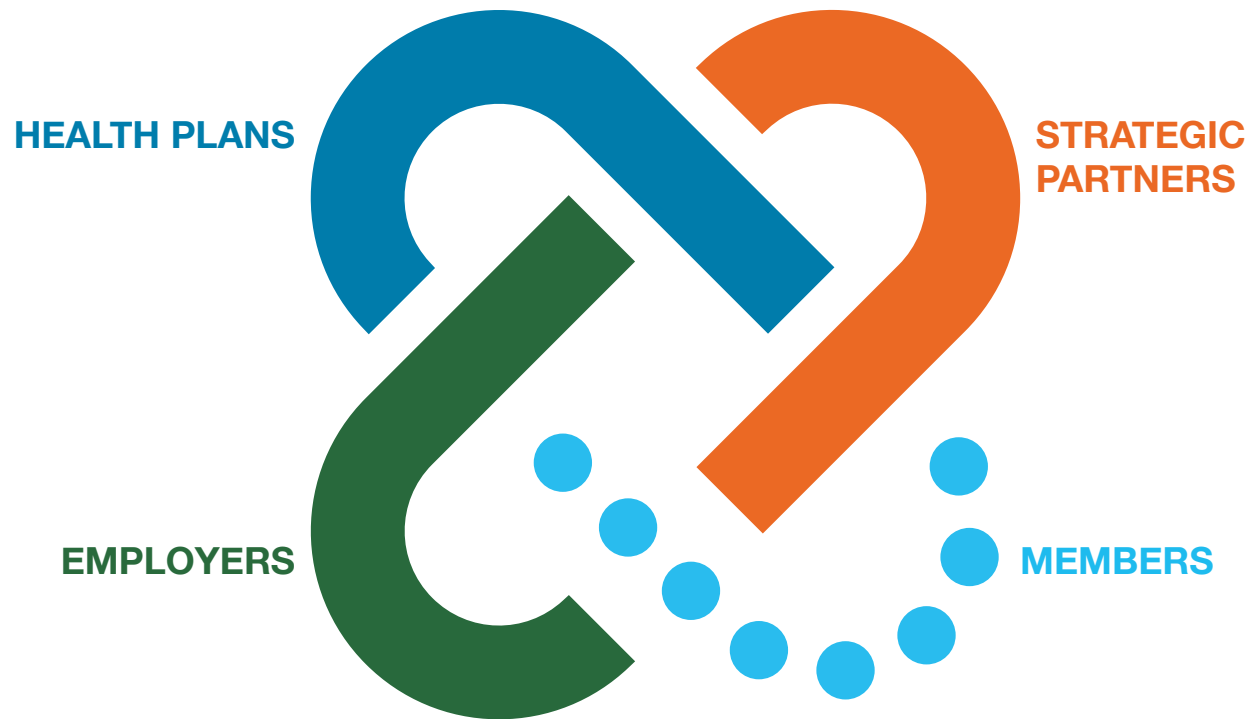
THE LOGO

LOGO DO'S

Our logo and its components are valuable and should always be used according to our guidelines, not being redrawn, altered or added to in any way. The full name "Rx Savings Solutions" should be paired with the mark whenever possible. Some exceptions apply (see Secondary Logo Mark page).

The registered trademark symbol (®) on the RxSS logo should be used in the first prominent appearance of our logo in any text (ex: documentation) or visual display (ex: website header). Any repeat use of our name or logo does not need to use the mark.

The ® symbol is used to indicate our mark is registered with the USPTO and we have exclusive rights, including the right to exclusive use of the mark and the products/services for which it is registered. In instances where the logo is shown very small, you do not need the ® symbol as it will not appear legible.

2 COLOR

1 COLOR

BLACK

REVERSE

THE LOGO

Clear Space

A minimum amount of space is required around the RxSS logo. Fifty percent of the width and height of the "s" from the edge of the page, text or image. This is the minimum space required and should be increased if possible to allow the logo to be clearly visible. The "s" space is dependent on the size of the logo being placed.

Minimum Size

To ensure the logo is always legible, the minimum size used should be approximately 100 pixels wide. This ensures minimum legibility at 72 dpi. If the area is too small to display the full name legibly, you may opt to use the logo bug option which includes the icon and acronym.

Placement on Backgrounds

To ensure the clearest visibility of the RxSS logo the background behind the logo should enhance that contrast but also remain true to the brand and WCAG standards.

Color Use Cases

Our full color or full color-white logos are always the first choice of logo use. In instances, such as print or apparel imprint/embroidery, you may opt to use a 2-color or 1-color version for pricing purposes. While we have different formats and color variations of the RxSS logo, use should be confirmed and/or approved by the Brand and Content Team.

THE LOGO

LOGO DON'TS

In order to maximize brand visibility, it's important to maintain the integrity of the logo wherever it appears. The following are examples of what not to do.

Prohibited Use

Color change

Improper stacking of elements

Spacing and alteration

Orientation

Competing background

Contained poorly on image

Improper Scaling

Pay attention to any distortion that may occur when the logo is scaled. The logo should be scaled proportionately and never be too large in the space.

THE LOGO

SECONDARY LOGO

Secondary Logo Mark

When space is limited and the horizontal RxSS logo cannot be placed, it is acceptable to place a secondary logo mark. This allows flexibility for our branding and extends how our brand can be utilized.

Prohibited uses of the mark include:

- Recoloring the mark
- Improper scaling, stretching, altering the spacing or orientation
- Containing poorly over an image or competing background

Allowable Variations

2 COLOR

BLACK

1 COLOR

REVERSE

Exceptions

Always pair the acronym (rxss) with the full company name. Exceptions may apply when the space is too small and the full name will not be legible such as use cases in social media and the portal. In those instances, the full name does not need to be included or you can just use the logo icon.

THE LOGO

LOGO ICON

Our icon is a focal point of our logo. It helps to tell our story and is representative of the groups we serve. It is a strong visual element that symbolizes the relationships and how all parties benefit when members save. However, our icon should not be used on its own or separately from the full name or acronym of our logo unless approved by Marketing.

Prohibited uses of the icon include:

- Using as a standalone symbol without approval from Marketing
- Recoloring the mark
- Improper scaling, stretching, altering the spacing or orientation
- Containing poorly over an image or competing background

Exceptions

Always pair the icon with the acronym (rxss) with or without the full company name. Exceptions may apply when the space is too small and the acronym/full name will not be legible such as use cases in social media and the portal. In those instances, the icon may be used as a standalone only if Rx Savings Solutions is listed/displayed somewhere close in proximity.

THE LOGO

TAGLINE

The words "Simplify Pharmacy. Save Money.®" may accompany the logo or be used independently of the logo (but with logo somewhere in close proximity).

When used with the logo, the words should appear directly under the logo, centered with a small dark blue rule dividing the logo and the tagline as to ensure the two marks remain legible and do not appear cluttered together. The tagline should always appear as secondary to the logo.

When used separately, such as the bottom of a corporate PowerPoint template, the words should always appear after wherever the logo appears.

The registration mark (®) on the tagline should be used in the first prominent appearance of our tagline in any text (ex: documentation) or visual display (ex: corporate PowerPoint). Any repeat use of our name or logo, does not need to use the mark.

The ® symbol is used to indicate our mark is registered with the USPTO. In instances where the tagline is shown very small, you do not need the ® symbol as it will not appear legible.

rxss®

Rx Savings Solutions

—

Simplify Pharmacy. Save Money.®

THE LOGO

CO-BRANDING

There are times when the RxSS logo is co-branded with one of our clients. In these instances, it is proper to follow the brand guidelines of the client first. If there are not set guidelines for co-branding, RxSS has used the following arrangement. When co-branding, always use the primary RxSS logo (shown below).

The "s" spacing guideline (see previous "Clear Space" page) is followed in the distance of the vertical line and the RxSS logo, as well as the distance between the vertical line and the client mark.

Ensure the RxSS logo and client logo are relatively the same size visually and carry the same weight to avoid any discrepancy in hierarchy between the brands.

Referencing RxSS in Private Label Environments

Within a Private Label Environment, we will always refer to our company as Rx Savings Solutions.

rxss®
Rx Savings Solutions

INSERT CLIENT LOGO

THE LOGO

BRANDING REQUESTS

Logos, Names, Etc.

The RxSS Marketing Team is responsible for the overarching external and internal branding strategies for the company. While our company is still gaining traction in the market, our primary goal is to maintain the focus (or affiliation) on our main brand identity, Rx Savings Solutions, and supporting our brand salience (degree to which a brand is thought of or noticed when making a purchasing decision).

Expanding into various or multiple (internal and external) logos, names for products, teams, programs, etc. could dilute our primary brand identity/name recognition. However, as our company continues to grow and evolve over time, we may find instances to expand our brand architecture into sub-brands, brand extensions, etc.

Requests for ad-hoc logos and wordmarks, or naming for products, programs, or departments, must be carefully reviewed, prioritized and approved by Marketing. All requests should have a strong business case and rationale.

If any approved name or logo need a registered trademark, Marketing will help facilitate with our Legal and Compliance team and submit the official paperwork with our external legal counsel.

See the Trademarks Confluence Page for more details.

THE LOGO

BRANDED ITEMS

All branded swag and apparel needs to be reviewed and approved by Brand Team before being displayed or used in production to ensure logo display orientation and logo colors are following brand guidelines.

Approved Use

Web Cam Cover

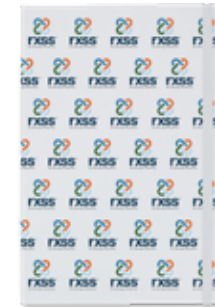Wine Tumbler

YETI Mug

Short and Long Sleeve Tshirt

Full-Zip Hoodie

Fleece Vest

Unapproved Use

We strive to steer away from "step-and-repeat" style logo patterns and to use our logo in a more thoughtful and sophisticated/elevated manner.

Visual Brand or Logo Questions?

For questions, clarifications or any proposed additions or exceptions to the Brand Guidelines, please contact Cristin Euston (ceuston@rxss.com).

THE LOGO

TYPOGRAPHY

TYPOGRAPHY

Helvetic Neue is our brand typeface for all print and digital materials unless noted otherwise. This should be used for all instances of headline and body copy. The font family consists of a wide variety of weights and variations for all use cases. For native mobile apps, the use of native platform fonts (SF Pro on iOS and Roboto on Android) is approved due to licensing restrictions as well as to provide a more native experience.

Helvetica Neue

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Headlines

Headlines should be used in a size, weight, variation and color that fit with the design and use case of the piece.

Body Copy

Body copy should only be Helvetica Neue Regular. When on a white background body copy should be Dark Grey #333333. When on a dark background white #FFFFFF is acceptable.

NOTE: Fonts used prior to December 2020 (Gotham Rounded + Proxima Nova) are no longer approved brand fonts.

Font Variations

Helvetica Neue UltraLight
Helvetica Neue Thin
Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Regular
Helvetica Neue Regular Italic
Helvetica Neue Medium
Helvetica Neue Medium Italic
Helvetica Neue Bold
Helvetica Neue Bold Italic
Helvetica Neue Thin Condensed
Helvetica Neue Regular Condensed
Helvetica Neue Bold Condensed
Helvetica Neue Black Condensed

NOTE: Italics will be utilized in a limited capacity when needed for proper grammatical styling and/or if a lighter secondary font is not accessible.

Alternative Typeface

Arial Regular and Arial Bold may be used ONLY if Helvetica Neue is not accessible.

Roboto or SF Pro may be used ONLY for native mobile app purposes.

TYPOGRAPHY EXAMPLES

TYPOGRAPHY

COLOR PALETTE

COLOR PALETTE HIERARCHY

As of December 2020, we have refreshed our color palette to the colors listed below. Any materials you may see using colors outside of this palette are outdated and should be updated to reflect the approved brand colors.

PRIMARY COLOR

Dark Blue

ACCENT COLORS

Medium Blue

Orange

Green

Teal

PRIMARILY BODY COPY

Dark Grey

COLOR PALETTE

COLOR CODES
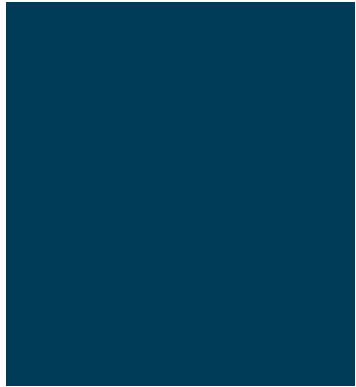
Dark Blue
#003B57
C100 M74 Y42 K34
R0 G59 B87
PMS 302 C

Orange
#EB6600
C3 M73 Y100 K0
R235 G102 B0
PMS 152 C

Medium Blue
#0077A3
C88 M45 Y19 K1
R0 G119 B163
PMS 7690 C
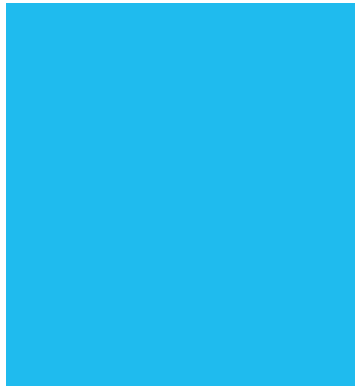
Teal
#00BCF2
C67 M4 Y0 K0
R0 G188 B242
PMS 2985 C

Green
#28693C
C84 M35 Y92 K26
R40 G105 B60
PMS 7483 C

Dark Grey
#333333
C69 M63 Y62 K58
R51 G51 B51
PMS 447 C

COLOR PALETTE

TINTS AND SHADES

Tints (lighter color values) and shades (darker color values) also can be used to complement and support the color palette. When using tints and shades, be consistent with the values specified for each color.
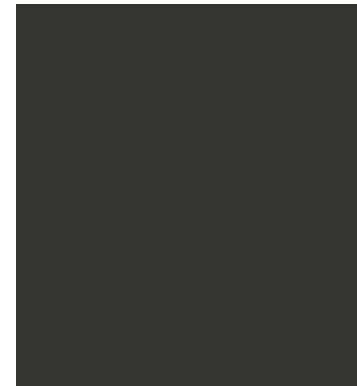
GREYS

#FFFFFF
C0 M0 Y0 K0
R255 G255 B255

#F5F5F5
C3 M2 Y2 K0
R245 G245 B245

#DBDBDB
C13 M10 Y10 K0
R219 G219 B219

#BABABA
C27 M22 Y22 K0
R186 G186 B186

#989898
C43 M35 Y36 K1
R152 G152 B152

#767676
C55 M47 Y46 K12
R118 G118 B118

#555555
C64 M56 Y55 K31
R85 G85 B85

#333333
C69 M63 Y62 K58
R51 G51 B51
← Brand grey

#000000
C75 M68 Y67 K90
R0 G0 B0

BLUES

#F2FBFF
C4 M0 Y0 K0
R242 G251 B255

#BDECFF
C23 M0 Y0 K0
R189 G236 B255

#5ED9FF
C51 M0 Y0 K0
R94 G217 B255

#00BCF2
C67 M4 Y0 K0
R0 G188 B242

#0077A3
C87 M42 Y16 K1
R0 G125 B171

#003B57
C100 M74 Y42 K34
R0 G59 B87

#001A2B
C91 M76 Y55 K69
R0 G26 B43

Our 3 brand blues are in the same color family so they fall in the same tint/shade range

ORANGES

#FFD9B0
C0 M16 Y32 K0
R255 G217 B176

#FFA158
C0 M44 Y71 K0
R255 G161 B88

#EB6600
C3 M73 Y100 K0
R235 G102 B0
← Brand orange

#C45300
C17 M78 Y100 K7
R196 G83 B0

#7B3500
C32 M80 Y100 K38
R123 G53 B0

#401C00
C49 M74 Y84 K70
R64 G28 B0

GREENS

#F6FBF6
C2 M0 Y3 K0
R246 G251 B246

#D2EAD3
C18 M0 Y20 K0
R210 G234 B211

#94C599
C44 M5 Y50 K0
R148 G197 B153

#5B9A68
C68 M20 Y74 K3
R91 G154 B101

#28693C
C84 M35 Y92 K26
R40 G105 B60
← Brand green

#104F28
C88 M41 Y99 K44
R16 G79 B40

#033319
C85 M49 Y87 K66
R3 G51 B25

COLOR PALETTE

SPECIAL USE CASE

Red will ONLY be used by our Product/UX team to display error messages and warnings to users. This should never be used in marketing materials or for any other RxSS materials unless approved by the Brand Team.

REDS

Red
#C50007
C16 M100 Y100 K6
R197 G0 B7

#FFE5E5
C0 M12 Y4 K0
R255 G229 B229

#FFBABA
C0 M33 Y16 K0
R255 G186 B186

#FF5D5D
C0 M79 Y57 K0
R255 G93 B93

#DB001B
C8 M100 Y100 K1
R219 G0 B27

#C50007
C16 M100
Y100 K6
R197 G0 B7

← Brand red

#A90000
C22 M100
Y100 K18
R169 G0 B0

#590000
C38 M95
Y89 K60
R89 G0 B0

COLOR PALETTE

WCAG COMPLIANCE CONTRAST VALUES

Large Copy (>14pt) and Graphical Objects

Dark Blue
Orange
Green
Medium Blue
Dark Grey

Large copy/graphical objects on a White background

These colors are compliant with the WCAG standards for large (>14pt) copy and graphical objects on a white background.

Teal
Orange
White

Large copy/graphical objects on a Dark Grey background

These colors are compliant with the WCAG standards for large (>14pt) copy and graphical objects on a Dark Grey background.

A dark grey background should be used sparingly.

Teal
Orange
White

Large copy/graphical objects on a Dark Blue background

These colors are compliant with the WCAG standards for large (>14pt) copy and graphical objects on a Dark Blue background.

Dark Blue
Dark Grey

Large copy/graphical objects on a Light Blue background

These colors are compliant with the WCAG standards for large (>14pt) copy and graphical objects on a Teal background.

COLOR PALETTE

WCAG COMPLIANCE CONTRAST VALUES

Large Copy (>14pt) and Graphical Objects

Dark Blue
Dark Grey
White

Large copy/graphical objects on an Orange background

These colors are compliant with the WCAG standards for large (>14pt) copy and graphical objects on an Orange background.

White

Large copy/graphical objects on a Green background

This color is compliant with the WCAG standards for large (>14pt) copy and graphical objects on a Green background.

White

Large copy/graphical objects on a Medium Blue background

This color is compliant with the WCAG standards for large (>14pt) copy and graphical objects on a Medium Blue background.

Exceptions

Exceptions may be made on a case-by-case basis depending on the graphical treatment of what is being displayed and how large. Consult Design Manager for approval.

COLOR PALETTE

WCAG COMPLIANCE CONTRAST VALUES

Small copy (<14pt)

Dark Blue
Green
Medium Blue
Dark Grey

Small copy on a White background

These colors are compliant with the WCAG standards for small (<14pt) copy on a white background.

Teal
White

Small copy on a Dark Grey background

These colors are compliant with the WCAG standards for small (<14pt) copy on a Dark Grey background.

A Dark Grey background should be used sparingly.

Teal
White

Small copy on a Dark Blue background

These colors are compliant with the WCAG standards for small (<14pt) copy on a Dark Blue background.

Dark Blue
Dark Grey

Small copy on a Teal background

These colors are compliant with the WCAG standards for small (<14pt) copy on a Teal background.

COLOR PALETTE

WCAG COMPLIANCE CONTRAST VALUES

Small copy (<14pt)

White

Small copy on a Medium Blue background

This color is compliant with the WCAG standards for small (<14pt) copy on a Medium Blue background.

White

Small copy on a Green background

This color is compliant with the WCAG standards for small (<14pt) copy on a Green background.

COLOR PALETTE

VISUAL ELEMENTS

VISUAL ELEMENTS

We have a variety of graphic elements that create a unique look and make our communications recognizable. These elements can be emphasized or played down individually to add visual interest and enhance our storytelling. We utilize a very modern and streamlined design theory that is represented with shapes, textures, letter forms and color. When used consistently, these elements create continuity among materials.

Iconography

Our icons act as visual cues and enhance our message to our members. These icons follow the simple/clean design theory that we strive for and can be used to simplify messaging, create infographics, or relate a complex message in a more visual method. Icons should be consistent across the brand and portray a professional yet friendly feel.

Icons should:

- Be represented in brand colors

- Be linear in nature (not filled or solid)

- Be simplistic yet visually interesting

- Correlate with corresponding messaging

Exceptions

The Product/UX teams will use fontawesome icons as needed for digital product purposes, but will follow a similar style to this collection of brand icons.

Infographics

Infographics should be simple and engaging and used as visual representations to communicate information or data quickly and clearly. They must be created using only brand colors and follow the icon standards.

Infographics are best used for:

- Presenting data in a fresh way

- Visualizing timelines

- Summarizing key points

- Building brand awareness and engagement

- Providing a quick overview of a topic

- Explaining a complex process

- Displaying research findings or survey data

- Comparing and contrasting multiple options

- Driving interest on social media

VISUAL ELEMENTS

Graphic Visuals

Graphic visuals are not commonly used in our brand, but when they are they will follow the "flat design" look and feel. Flat design is a minimalistic modern style that uses a minimum of elements and excludes any type of complex colors, gradients, highlights and other shiny, textured, shadowed effects.

These graphics will only be created using brand colors and used when additional visuals are needed to help depict the messaging and add visual interest.

Backgrounds and Abstract Graphics

Background colors and textures may be used only when following the WCAG Compliance Contrast rules. We use an array of halftone patterns and blended icon textures in order to create depth and contrast within our brand materials. Backgrounds and textures can dramatically change the look and feel of a piece, adding a background and making a visual feel complete.

Using the icon from our logo as a watermarked, abstract background element is another way to carry our branding through various materials.

Background colors, textures and overlays must be subtle and not divert attention from the overall design and messaging. They should only be used to add visual appeal and interest.

VISUAL ELEMENTS

Imagery

Imagery must be used in a very thoughtful and deliberate manner. When the format requires photography, the image needs to be lifestyle focused and meant to evoke positive feelings and show the "end user/member" as a real person living their life. Imagery should use natural lighting and not look overly posed. All age ranges and ethnicities are welcomed to help reiterate that our solutions are for all eligible members. To obtain or purchase imagery, please contact the Brand Team.

Acceptable Color Overlay for Backgrounds

Prohibited Imagery Styles

NOTE: Medical/Pharmaceutical imagery may be used under certain circumstances and within the approved brand photo style.

MULTIMEDIA

MULTIMEDIA

RxSS uses video primarily to tell our members' stories and bring our products and solutions to life. The combination of movement and audio should be used to evoke positive feelings and effectively communicate key messages, not simply to be flashy. Due to the time and resources required, it's important to evaluate whether video is needed to accomplish the desired goal or if a static design is sufficient.

Please reach out to the Content & Brand Marketing team If you have a video need or questions about creating your own.

Choosing Video Clips

Like photo imagery, video clips should be chosen in a thoughtful and deliberate manner:

- Select clips that are smooth, not shaky, have natural lighting, a clean background, and are not overly posed.
- Avoid clips in which subjects are looking directly into the camera.
- Avoid time lapses and footage that is extremely slowed down or sped up.
- Avoid showing information on computer monitors and other screens in the background, and blur it beyond legibility whenever it appears.
- Diversity and variety in shot selection is encouraged.
- If sound is included, crisp, clear audio should be top priority.
- To obtain or purchase video imagery, please contact the Content & Brand Marketing team.

MULTIMEDIA

Shooting Video

When filming a subject or other footage, use the rule of thirds to situate important elements at primary points of interest. Be sure to shoot in a well-lit location and avoid dark shadows on faces. Set the camera or phone on a tripod or stable foundation. Make sure subjects are well lit and not looking directly into camera unless it is an informational or presentation piece.

Music

When selecting music for a video or presentation, avoid using tracks with vocals or any distracting sounds. In general, mid-tempo music with natural-sounding instruments and build-up are ideal for most use cases. Exceptions will occur depending on purpose and desired mood.

Music should evoke positive feelings and resolve naturally or with a manual fade out. If using music behind a voice track, ensure the music volume is lower than the voice and doesn't distract from whatever is being said. Be certain the track you choose is copyright free and includes any permissions necessary for use, especially for public use.

- If the video is public facing, you can choose from an expansive collection of royalty- and copyright-free tracks at artlist.io.

- When you have found a suitable track or multiple tracks, please notify the Content & Brand Marketing team, who can download and share the track(s) using the team account.

MULTIMEDIA
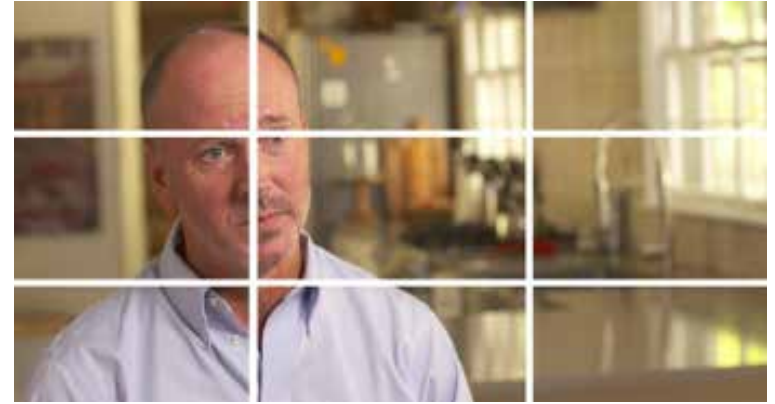
Motion Graphics

When using the RxSS logo and lower thirds in video, only use approved brand animations and templates. These can be found on SharePoint or through the Content & Brand Marketing team.

When using text on screen, use simple fade in/out animations over solid backgrounds of RxSS brand colors. Never animate another company or client's logo without permission.

All animations should be vector-based with the exception of photos, and the use of texture should be minimal.

Approved lower-third examples

MULTIMEDIA

VOICE + TONE

VOICE + TONE

Our voice reflects our brand personality and values. It influences how people perceive our messaging. This includes the words we choose and the way we use them and applies to every medium, channel and format—website, social media, email and any other materials we produce.

Our voice is:

- Smart, confident and sincere

- Engaging, honest and approachable

- Helpful and empathetic

Naming Us

The full name, Rx Savings Solutions, has not gone away. However, per our new branding efforts, "RxSS" can be used interchangeably and in many cases should be used more often.

A good rule of thumb is to use the full name on the first mention in formal business communications (press releases, announcements, proposals, etc.) and the short name thereafter or in reference to our core solution.

Examples:

Sapphire Digital announced a new partnership with Rx Savings Solutions.

Members now have access to medical price transparency through Sapphire, and pharmacy price transparency through RxSS.

Also use "RxSS" as the default name in less formal content within client and prospect communication, social media posts, and general everyday use.

Avoid using "Rx Savings" from now on, since the words are now used in offerings by other brands in our space, notably the CVS "Rx Savings Finder."

Note: Although the logo features the lowercase letters "rxss," always use "RxSS" in written text.

"Boilerplate"

Use this at the end of news releases, trade show directories and other communications that require a short description of the company:

[Official boilerplate for press releases] Rx Savings Solutions, part of McKesson Corporation, helps members and payers reduce prescription drug costs through a combination of clinical technology, transparency, member engagement and concierge support. Currently 18 million members have access to personalized recommendations for lowering prescription costs and dedicated pharmacy experts to help navigate benefits, providers and pharmacies. Visit www.rxss.com for more information.

Many trade shows and publications require company description lengths, often 100, 50 or 25 words. Use the longest one allowed by the requester.

[100 words] Rx Savings Solutions, part of McKesson Corporation, works on behalf of health plans and self-insured employers to help their members reduce out-of-pocket prescription costs and the plan's pharmacy spend. The solution layers on top of an existing pharmacy benefit and analyzes individual claims to identify and present cost-saving alternatives to each member. Whenever savings opportunities are found, members are proactively notified through preferred communication channels. They engage with the solution through a personal online portal, mobile app and live, concierge member support provided by certified pharmacy technicians. Rx Savings Solutions currently serves 18 million members nationwide.

[50 words] Rx Savings Solutions works with health plans, Medicare plans and self-funded employers to help plan members navigate the pharmacy benefit for the lowest-cost prescriptions. Currently serving 18 million lives, the company provides the market-leading pharmacy transparency solution that combines patented technology, proactive member engagement and concierge support.

[25 words] Rx Savings Solutions serves employers and health plans with patented technologies that promote maximum prescription drug savings and enhance member engagement in employee benefits programs.

VOICE + TONE

Elevator Pitch(es)

Each of us will be asked to describe who we are and what we do at some point to an outside audience, if not several different audiences. The Boilerplate language in various lengths (p. 31) works for more formal needs. Personal, informal descriptions can be based on the following "elevator pitches":

To general audience: We help people navigate the pharmacy system to get lower-cost prescriptions that save them money and reduce pharmacy costs for their employer or health plan.

or:

We help people, employers and health plans reduce prescription drug costs through a combination of clinical technology, member outreach and personal support.

To healthcare or benefits audience: We help members find lower-cost prescription drugs and reduce an employer or health plan's pharmacy spend.

or:

We integrate with an employer or health plan's pharmacy benefit to help members cover their medication needs at the lowest cost.

To members: We help people find lower-cost prescriptions that save them money and reduce pharmacy costs for their employer or health plan.

or:

To members: We work with your employer or health plan to help find you the lowest-price options for your prescription drugs. We let you know when you're spending too much and make it easy to switch to more affordable options.

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WRITING GUIDELINES

The goal of this guide is to provide Rx Savings Solutions marketers with general writing guidelines for format, style and usage. No two employees will share the same writing style; however, it's critical for all of us to aim for one consistent voice to the external world.

Style

Style speaks to both the way we express the brand in writing and the rules we follow to maintain consistency in every expression of the brand. Consistency establishes credibility and certain expectations from our audience, and prevents annoyance and confusion.

Example: If we were to use "300" and "three hundred" or "mg" and "milligrams" randomly through our materials, or "%" in one place and "percent" in another, it can compromise whatever message we are trying to communicate.

Acronyms

Before using an acronym, spell out the entire term in the first mention followed by its acronym in parentheses.

Example: "We work with a plan's pharmacy benefit manager (PBM) to ingest the pharmacy claims a PBM sends to us in the claims file."

Ampersand (&)

Use "and" instead of the ampersand symbol (&) unless there is no space to do so or in the case of mentioning a branded entity, such as "Johnson & Johnson."

Correct: claims and eligibility files

Wrong: claims & eligibility files

Exceptions: email subject lines, Tweets, limited-space blocks of texts (graphics, PowerPoints, etc.)

Note: Use of "+" in place of "and" is acceptable in design, so long as the intended meaning is a sum or package.

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Bullets

Always capitalize the first word to start a bullet point. Avoid using periods, commas or semicolons at the end of bullets in a list. Never add a period in the middle of a bullet point to begin a new, connected thought. Bullets should be formatted to indent after the second character space in the line of text above the bullets. Copy is indented/tabbed two more spaces to the right of the bullet.

Correct:

Rx Savings Solutions helps members:

- Save money on prescriptions

- Simplify a confusing benefit

- Stick it to Big Pharma

Wrong:

Rx Savings Solutions helps members:

- save money on prescriptions,

- simplify a confusing benefit. Change prescriptions; and

- stick it to Big Pharma.

Buttons

On web/portal pages, use title case for copy contained within call-to-action buttons.

Correct: Request a Demo

Wrong: sign in

Capitalization in Standard Body Copy

In general, avoid capitalization unless it is required (i.e. product/feature names, job titles and other proper nouns). "Pharmacy Support" does require capitalization. However, if we use "team" after "Pharmacy Support," the "t" would not be capitalized.

Correct: The Pharmacy Support team initiated a record number of Contact Prescriber requests this month.

Wrong: The Pharmacy Support Team is having a great Month of July.

Common RxSS terms that should always be capitalized:

- Savings Notifications

- Member Portal

- Certified Pharmacy Technicians (when referring to ours)

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Capitalization in Headlines, Subheads and Titles

For any headline, title or subhead, capitalize every word except for:

Articles: a, an, the

Short conjunctions: and, as, but, if, or, not

Prepositions: at, by, for, in, into, of, off, on, out, to, up, about, from

DO capitalize short verb forms: "is" and "be"

Capitalize the first and last word: "A Solution to Be Proud Of"

Capitalization Everywhere Else

Capitalization is encouraged within materials such as emails, PowerPoints, labels or identifiers on the website or Member Portal, or anywhere text is not part of a sentence or paragraph of body copy.

Examples:

- Calls to action ("CTAs") like "Contact Us" or "Activate Now" or "See Your Savings"

- Infographics with captions or labels such as "Savings by Month" or "Annualized Savings"

Click Here

Avoid using "Click Here" or "Here" for hyperlinks or in calls to action. Instead, work the link into a phrase and avoid vague or tired prompts like "Learn more".

Examples:

- For more information, **download the overview**

- **Request a complimentary pass** to the EHIR conference

Comma in a Series

When three or more items are listed in a series and the last item is preceded by "or" "and" or "nor" ... do not place a comma before that conjunction.

Correct: "Our solution promotes transparency, engagement and savings."

Wrong: "Our solution promotes transparency, engagement, and savings."

However, DO add the extra (serial) comma if it helps to clarify, such as: "His favorite music is rock and roll, rhythm and blues, and heavy metal."

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Corporate Titles

Use title case for all job titles as you would for headlines, subheads and content titles – i.e. capitalize every word except for articles and conjunctions.

Correct: Barb Smith, Vice President of Human Resources, attended the event.

Wrong: John Smith, vice president of marketing, attended the event.

John Smith, Vice President Of Marketing, attended the event.

Dates

Spell out the month, use numerals for the day and year. Avoid using characters such as "st" or "th" when identifying the day. Only include the year if the month/day might be confused with another year's. Certain months (Jan., Feb., Aug., Sep., Oct., Nov., Dec.) may be abbreviated to save
on length in body copy, but preferably not in headlines or subheads.

Correct: June 17, 2020, or June 17

Wrong: June 17th, 6/17, 17-June

Doctor vs. Prescriber or Provider

Use "doctor" when referring generally to anyone who may prescribe medication, including physician assistants and nurse practitioners. Specify as needed in body copy, but use "doctor" or "doctors" as a rule for consistency and common understanding, especially in member-facing materials.

Note: Some clients will have a preference for "provider" in member-facing materials. In these cases, try to use "care provider".

Drug Names

In body copy, capitalize brand drug names (Crestor) and lowercase generic names (atorvastatin) unless a generic drug name is the first word in a sentence. Also, use the appropriate ™ or ® mark with the first mention of a brand drug (EpiPen®).

Exceptions:

- All drug names are capitalized when standing alone or next to other drug names in headlines and subheads.

- In the Member Portal and mobile app, all drug names in the drug information copy appear in ALL CAPS on the first mention, per Gold Standard feed.

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Ellipsis (…)

Use ellipses to truncate a long quote, by placing a space before and after the ellipsis.

Example: "Thank you so much for helping me stay on my medications … You are my hero."

Also use an ellipsis to indicate or emphasize a pause, by placing it immediately after the last character and one space after.

Example: "Wait… I had no idea my drug prices would ever be this high."

Ellipses can also be used to leave a sentence or statement open ended for effect.

Example: "When her prescription bill reached $500, she didn't know where to turn…"

Emdash (—)

Use the emdash to indicate a pause or to block out a thought or phrase within a sentence of body copy. No spaces before or after the emdash. In a Mac OS environment, the emdash key command is [shift/option/-].

Example: "We know the medication is a Tier 3 drug—it's in the plan formulary—but there are several therapeutic alternatives."

Note: If coding limitations do not allow for a proper emdash, use two side-by-side short dashes.

Endash (–)

Use the endash in headlines, titles, subheads, job titles and other instances that are not body copy. In a Mac OS environment, the key command for endash is [option/-].

Examples:
- Jane Smith, Director
  – Pharmacy Support
- Joe Smith, Professor,
  University of Missouri – Kansas City
- Lower Drug Costs – the Best Way to Save
- "There is little transparency in pharma."
  – Michael Rea, CEO

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Everyday vs. Every Day

These are used interchangeably far too often, and to a discerning reader the incorrect usage is an immediate loss of credibility. "Everyday" (one word) is an adjective. "Every" is an adjective followed by a noun "day."

Correct: "Rx Savings Solutions reminds me to take my medications every day. The app has become part of my everyday life."

Wrong: "Rx Savings Solutions reminds me to take my medications everyday. The app has become part of my every day life."

Exclamation Points (!)

Use them sparingly in marketing and member-facing content. Save them for something that really needs emphasis, and use no more than once in any piece of content.

Footnotes

Place superscripted footnotes after punctuation in text in order to avoid excessive or cumbersome attribution of a source. Place the footnoted source at the end of a document or at the bottom of the page on which the footnote appears.

Example: Amoxicillin is the most-prescribed antibiotic in history.[1]

Healthcare vs. Health Care

Use "healthcare" in all RxSS internal and external communication. Many media outlets and health plans use "health care," but we should stick with one word for consistency. However, if a client uses "health care," we should adopt their preference in any private-labeled communications directed to their audiences.

Hyperlinks

Whenever possible, hyperlinks will be shown as bold and a different color than the rest of the text.

Example: For more information, **download our guide.**

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Measurements

Use abbreviations for units of measure (mg., cc., ft., in., yd., oz.) but spell out when not preceded by a number.

Example: Most doses are measured in milligrams or cubic centimeters, and he was given 25 mg. tablets.

Note: use a character space between the numeral and the unit of measure; note the above is NOT "25mg." However, current code on the portal/app makes dosages appear as "25mg." Please use the rules above for all non-portal/app treatment for abbreviations.

Monetary Values (Thousands, Millions, Billions)

Use full numeric value for figures in the thousands and spell out "million" or "billion" following the number.

Example: Rx Savings Solutions announced it has secured $5 million in Series A financing and won a $500,000 contract with ACME Inc.

Note: Abbreviations for million [$5M] and billion [$255B] are acceptable in infographic and PowerPoint copy and other exceptions, but never in body copy.

Numbers

In general, spell out numbers one through nine when used in body copy. Use numerals for 10 and above. Several exceptions include time (3 p.m.), measurement (8 feet), amount (5 cc.), any number before the words "million" or "billion" (8 million members).

Correct:

- One in four Americans struggles to afford prescribed medications.

- Her conditions required 10 different medications.

Wrong:

- The typical dose is eight cc.

- 20 employees tested positive. [Always spell out a number if it's the first "word" in a sentence.]

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Parallel Construction in Lists

When creating a list, be consistent with the style of the first word. Avoid beginning one line with a noun, one with a verb and so on. Action verbs often read best.

Rx Savings Solutions helps organizations:

- Achieve greater clarity in their pharmacy benefit

- Reduce their prescription drug spend

- Engage members in health benefits and other programs

"Parent" and "Child" Drugs

These internal RxSS terms refer to the original drug from a member's pharmacy claim and the drug suggested by RxSS, respectively, especially when the member converts to the suggestion. Externally, however, "parent" should be "original" and "child" should be "new" or "suggested"/"sugestion".

Percent and Percentage

Use the percent sign (%) in most cases. In more formal body copy (such as a proposal or white paper), spelling out "percent" is traditionally preferred and should be used. However, "%" is the right choice for headlines, subheads, infographics and other standalone instances.

Prefixes

In general, do not use a hyphen to set off a prefix at the beginning of a word.

Example: "multichannel" not "multi-channel"; "coworker" not "co-worker"

Exception: when the prefix ends with a vowel and/or the suffix begins with one: "re-enter" and "pre-implementation"

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Quotation Marks and Punctuation

Periods, commas and exclamation points always go inside the closing quotation marks. In body copy, quoted persons can be attributed before, after or in the middle of the quoted material. In most cases, attributions should be past tense (said, noted, concluded, added, etc.).

Examples:

- "The reports of my death have been greatly exaggerated," Twain said.

- Mark Twain said, "When you catch an adjective, kill it."

- "If I had more time," Twain said, "I would have written you a shorter letter."

Spacing

Only use one character space between sentences, not two.

Telephone Numbers

Use only hyphens, as in 123-456-7890. Don't use parentheses around the area code or separate with periods.

Times

Use lowercase letters separated by periods, and use as few numerals and characters as necessary. For durations of time, use an endash between the start and end of the timespan.

Examples:

- 10:30 p.m. and 9 a.m.

- 7 a.m.–8 p.m. CT

Note: Use the generic ET, CT, MT, PT for time zones, rather than EST, EDT, etc.

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Trademark Symbol Usage

In order to establish trademark rights, we must demonstrate repeated use for both the logo and "RxSS" in the public domain by attaching the superscripted "TM" symbol (™) to them in all public-facing material.

Examples:

- [logo image with ™]

- Employees gave RxSS™ high marks in the annual Best Places to Work survey.

Note: The logo should never appear without the TM; in written text, "RxSS" only needs the symbol on the first reference of each page.

Questions?

For questions, clarifications or any proposed additions or exceptions to the Voice Style Guidelines, please contact Walt Tegtmeier (wtegtmeier@rxss.com).

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For additional information or questions, please contact the RxSS
Content & Brand Marketing team at **brand@rxss.com**.