



Brand Reference Guide

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About This Guide

This resource guide provides an overview of the ELIQUIS 360 Support program and detailed guidance on content creation. Please refer to this guide when developing or updating ELIQUIS 360 Support materials. Updates have been made based upon market research involving several key stakeholders, including a variety of healthcare providers and patients.

ELIQUIS 360 Support is a savings, access, and benefits verification assistance program offering support to providers and their eligible patients taking ELIQUIS.

When developing or updating materials that include or focus on ELIQUIS 360 Support, the Affordability Team can help ensure that:

- All content is aligned with the ELIQUIS 360 Support brand guidelines and messaging
- Your resource includes the appropriate legal information

You should also make sure to always:

- ✓ Engage the Affordability Team early (when developing the creative briefs and at key points of the development process)
- ✓ Contact the Affordability Team before replicating content from existing materials (some content may be outdated or inconsistent with the direction in this guide)

Input and feedback from the Affordability Team can lead to a more efficient internal review process, and ultimately helps create an accurate and compliant resource for your stakeholders.

Introduction to ELIQUIS 360 Support

The ELIQUIS 360 Support program is committed to helping eligible patients who have been prescribed ELIQUIS obtain access to their medication through savings, access, and benefits verification support.

The recommendations in this guide will help you effectively communicate the details of this program.

ELIQUIS 360 Support program is committed to:

- ✓ Providing a customer-centric experience with access to live support specialists
- ✓ Helping eligible patients overcome cost-related barriers
- ✓ Educating patients and providers on savings, access, and benefits verification support information
- ✓ Ensuring all eligible patients have access to offers and savings programs

Establishing the ELIQUIS 360 Support Brand

Now that we've discussed the background for ELIQUIS 360 Support, it's time to establish the brand

Brand Mission: Working together for patient access to ELIQUIS

Our mission is brought to life with an authentic commitment to bringing ELIQUIS to patients. Market research confirmed that messages emphasizing partnership delivered an emotionally compelling reason to use the ELIQUIS 360 Support program across all stakeholders, especially when combined with clear and thorough content.

To establish and maintain consistent branding, it's important to remember the following:

- Our brand mission—*Working together for patient access to ELIQUIS*—should be conveyed in every piece
- ELIQUIS 360 Support should always be written out completely. No abbreviations are permitted



ELIQUIS 360 Support Logo

The ELIQUIS 360 Support logo should be used in both provider- and patient-facing materials. It is a separate entity from the ELIQUIS (apixaban) product logo and should not be locked up with the ELIQUIS (apixaban) product logo at any time. However, it is acceptable to have the ELIQUIS 360 Support logo and the ELIQUIS product logo on the same page/spread. If both are on the same page, the ELIQUIS (apixaban) logo should be larger than the ELIQUIS 360 Support logo.

The ELIQUIS 360 Support logo should be used at a minimum size of 1.5 inches in width to ensure clarity. Under no circumstances should the logo artwork be scaled below minimum size. Doing so will impact the visibility and integrity of the logo.



Additionally, the logo must be surrounded by a field of clear space in every layout (see logo clearance area below).



Logo Variations

Logo do's and don'ts

- The preferred ELIQUIS 360 Support logo can also appear as black, or reversed out when placed over a dark background
- DO NOT redraw, reset, or alter the ELIQUIS 360 Support logo in any way. It is one piece of artwork that has been carefully resolved and must remain as one cohesive unit
- In the interest of visual clarity, the minimum size at which the ELIQUIS logo should be reproduced is no smaller than 1.5 inches in width
- The ELIQUIS 360 Support logo should never appear superimposed over any background that compromises legibility of the logo, surrounded by a glow or other effect, or manipulated in any way. Clarity is best achieved by having the logo appear by itself



Black logo.



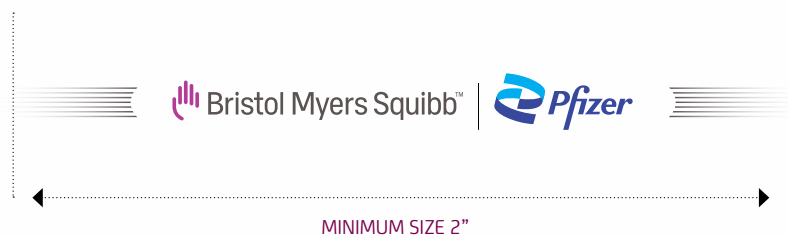
Color reversed out of ANY dark background.



Alliance Logo

The Alliance logo should be used in promotional materials along with the branding elements for ELIQUIS. This horizontal execution is the preferred logo.

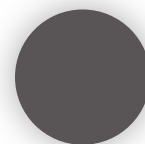
- Alliance logo should appear on the last page of any printed, digital, or PowerPoint materials



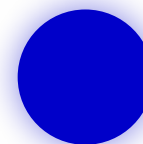
NOTE: This is the same guidance as the ELIQUIS brand book.

Alliance Primary Colors

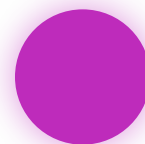
Primary Color Palette



PANTONE 2336 C
C0 M11 Y7 K78 336 C
R89 G84 B84 2336



PANTONE 286 C
C91 M84 Y0 K0 PMS 286 C
R0 G0 B201 PMS 286 C



PANTONE PURPLE C
C30 M90 Y0 K0 PURPLE C
R190 G43 B187 PURPLE



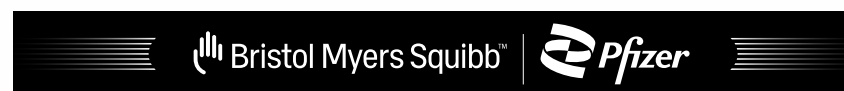
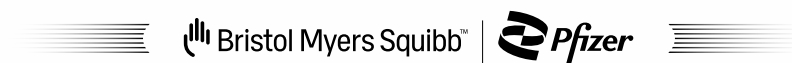
PANTONE PROCESS CYAN C
C100 M0 Y0 K0 PROCESS CYAN
R0 G149 B255 PROCESS CYAN

Pantone is a registered trademark of Pantone LLC.

Alliance Logo (continued)

- Alliance logo can also appear as black, or reversed out in white for legibility when the background is dark
- When used with the ELIQUIS logo, position the Alliance logo at the lower left corner of the page
- Keep a clear space around all sides of the Alliance logo equal to half the width of the Pfizer oval
- DO NOT redraw, reset, or alter the Alliance logo in any way
 - The individual logos for the companies comprising the Alliance can never be used separately in promotional materials for the Alliance. They must ALWAYS appear together in the approved logo

NOTE: This is the same guidance as the ELIQUIS brand book.



Typography

FS Joey is the font used for all headlines, subheads, and body copy. Please see usage guidelines below.

FS Joey Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789

Use FS Joey Bold for headlines under 20 pt
and emphasis text within body copy.

FS Joey Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789

Use FS Joey Medium for headline copy above
20 pt and subhead copy.

FS Joey Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789

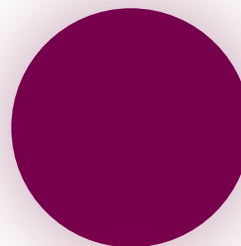
Use FS Joey Regular for body copy.

Color Palette

ELIQUIS 360 Support color palette

The ELIQUIS 360 Support colors are the same as the ELIQUIS brand colors, which helps ensure seamless integration. Use these approved colors when updating existing materials or creating new design elements.

NOTE: This is the same guidance as the ELIQUIS brand book.



BURGUNDY

Primary color

SPOT_ PANTONE® 683
PROCESS_ C 11 M 100 Y 0 K 56
NON-WEB_ R 118 G 0 B 75
WEB-SAFE_ 76004B



ORANGE

Secondary color

SPOT_ PANTONE® 1645
PROCESS_ C 0 M 73 Y 86 K 0
NON-WEB_ R 242 G 105 B 55
WEB-SAFE_ F26937

⚠ Only use Light Orange while creating gradient. Light Orange should not be used as a stand-alone color.

Pantone is a registered trademark of Pantone LLC.



Icons

To pull through our brand mission of *Working together for patient access to ELIQUIS*, the icons below were designed to complement corresponding messages. These visual cues help our audience better understand and retain key points of communication.

Please follow the existing graphic style and keep these guidelines in mind when designing new icons:

- Be sure to design the icon using simple lines and geometric shapes for consistency with the current icon library
- Involve the Affordability Team during the creative process
- Seek the approval of the Afforability Team. Not only is their approval needed, but it can also help ensure that icons align with previous medical/legal review decisions and avoid duplications

When scaling icons for use, be sure stroke weights scale proportionally



To maintain the proportions and weight of the existing icons, follow these rules:

1. Draw the new icon using all strokes, except if there is a shape within the icon that is too small for strokes
2. Size the icon to fill a 2" x 2" square
3. Leave a break somewhere in the icon as seen in the already-created icons to evoke a “free” and “open” feel
4. Make all strokes 3 points and use rounded caps and joins



All new iconography should be consistent with the weight and styling of the existing library.



Digital Content

When personal interactions are limited, it's important to have clear and succinct digital information and downloadable tools that are easily accessible. Providers rely on manufacturer websites for up-to-date information about savings programs and service offerings.

Please keep the following suggestions in mind when creating digital content for ELIQUIS 360 Support:

Suggestions when creating digital content

- ✓ Consider the user experience and link to related content
- ✓ When writing a call-to-action, use engaging, descriptive and action-oriented anchors, such as “Learn more about” or “Sign up now”
For example:
 - [Learn more about Eligibility Requirements and Terms of Use](#)
 - [Sign up now for Prescription Coverage Assistance](#)
 - [Click here for U.S. Full Prescribing Information](#)
- ✓ When creating links within web copy, ensure that the text used is understandable to users
- ✓ Ensure that all links have the correct URL

Trademark Language & Terms and Conditions

ELIQUIS 360 Support is not trademarked

ELIQUIS 360 Support and the ELIQUIS 360 Support logo are not trademarked by BMS or any other entities. Therefore, it is not required to be mentioned in the sign-off.

The following trademark statement should be used in the sign-off of all print and digital materials that mention ELIQUIS and/or ELIQUIS 360 Support:

ELIQUIS® and the ELIQUIS logo are trademarks of Bristol-Myers Squibb Company.
All other trademarks are the property of their respective owners.
© 2021 Bristol-Myers Squibb Company.
XXXXXXXXXXXX-XX-XX MM/YY

NOTE: All print pieces must include the following in the sign-off:

Printed in USA.

Contact the Affordability Team for current Terms and Conditions

It is important to accurately include and present the Terms and Conditions pertaining to ELIQUIS 360 Support savings and benefits verification programs. The Terms and Conditions are often updated 1 to 2 times per year, so please be sure to always contact the Affordability Team before copying Terms and Conditions from a previously approved resource to ensure you have the most current language. All mentions of the ELIQUIS Free 30-day Trial and Co-pay Card require the inclusion of the Terms and Conditions as either a digital link or printed text depending on the format of the material.



Messaging Overview

Providing a clear, concise, and consistent message

ELIQUIS 360 Support provides helpful services for providers and their patients. While it is important to communicate the details of those services, it is also beneficial to provide all audiences with a quick summary of useful information about the program.

Establishing an overview at the onset helps key stakeholders get a good picture of the program before going deeper into details. Additionally, when we align to our brand mission of *Working together for patient access to ELIQUIS*, and emphasize our commitment to supporting providers and their patients, it helps further optimize our communications. Take a look at the example to the right to see how it all comes together in a clear and compelling way.

Welcome to The ELIQUIS 360 Support Program

Working together for patient access to ELIQUIS

With a patient-first philosophy, our live specialists stay focused on helping patients with access to ELIQUIS.

Free trial and savings for eligible patients

Free 30-day trial offer for first-time use and co-pay assistance for eligible patients

Centered on support

Access and benefits verification support for patients and providers

Serving patients is our passion

Speak to a live specialist
Monday-Friday, 8 AM-8 PM ET



Messaging Optimization

Along the way, we've learned some important tips to help optimize our communications. Take a look at these key recommendations:

- Align all messages to our brand mission, *Working together for patient access to ELIQUIS*
- Provide a quick summary at the start of any communication that highlights the 3 key elements of the program: free trial offer & co-pay assistance, coverage support, and live specialists. Make sure it aligns to the brand mission
- Use consistent nomenclature and formatting to avoid audience confusion
- Always use the full, complete name for ELIQUIS 360 Support. Do not abbreviate
- Be sure to mention that the program offers live support for both providers and patients
- Emphasize the flexibility for both providers and patients to initiate and utilize program offerings
- Highlight the 1-855-ELIQUIS phone number and website equally, as they are both very important resources. Be sure to mention the provider portal to providers
- Clearly state free trial offer and co-pay card eligibility for both Medicare Part D and commercially insured patients
- Remind both providers and patients that a patient signature is required before a benefits review can be conducted. A patient signature can be obtained/provided in person or online at ELIQUIS.com/sign
- Include current and appropriate footnotes for all savings programs
- Contact the Affordability Team for the latest Terms and Conditions and all applicable footnotes
- Include definitions of key terms when communicating to patients to ensure clear understanding and retention of information
- Frame messages appropriately for each audience and employ health-literacy principles when communicating to patients



Messaging Optimization (continued)

- Include contact information in a consistent format (refer to page 24 for approved contact information)
 - When providing full contact information, follow the order of Phone, Fax, Online
 - When including phone hours, add a note that weekend call hours are for free trial offer and co-pay card activations only. Include this information as stated in the Messages section of this guide (see page 24)
 - Phone numbers can be provided in callout format for added emphasis
- In provider materials, include provider website and ELIQUIS 360 Support Provider Portal information (Provider Portal information should not be included in patient materials)
- Always refer to ELIQUIS 360 Support staff as “live specialists”
- Include current and appropriate footnotes for all savings programs. Contact the Affordability Team for the latest Terms and Conditions and all applicable footnotes



The following are approved messages per medical/legal/regulatory review team. Use the following approved messages when updating or creating new material to ensure consistency, efficiency of review process, and to ensure that ELIQUIS 360 Support messages resonate with our stakeholders.

Provider and Patient Messages

Message Category	Provider Message	Patient Message	Key Considerations
Overarching Message Theme	Working together for patient access to ELIQUIS		
Introduction	ELIQUIS 360 Support is a savings, access, and benefits verification assistance program providing support to providers and their eligible patients taking ELIQUIS. ELIQUIS 360 Support also offers a free 30-day trial for eligible first-time patients.	ELIQUIS 360 Support offers coverage and financial assistance information for eligible patients living with [INDICATION].	<i>Always phrase as “coverage and financial assistance information.”</i> <i>If the piece is reminder-like, indication cannot be used.</i>
ELIQUIS 360 Support Overview	With a patient-first philosophy, ELIQUIS 360 Support is focused on helping patients with access to ELIQUIS. – Free trial offer and co-pay assistance for eligible patients – Benefits review to help you and your patients find out if ELIQUIS is covered by their insurance – Live specialists	With a patient-first philosophy, ELIQUIS 360 Support is focused on helping patients with access to ELIQUIS. – Free trial offer and co-pay assistance for eligible patients – Benefits review to help you find out if ELIQUIS is covered by your insurance – Live specialists	<i>If an intended use or indication is mentioned, then the piece must include a list of the full indication and Important Safety information.</i>
ELIQUIS 360 Support Services	Our ELIQUIS 360 Support live specialists can help patients and providers: – Confirm plan coverage – Estimate out-of-pocket costs – Understand Medicare Part D coverage – Communicate payer requirements and provide prior authorization, formulary, and tier exception request forms, if needed – Help monitor your submissions and follow up with the payer to obtain results	ELIQUIS 360 Support live specialists are here to: – Help you find out if ELIQUIS is covered by your insurance plan – Tell you what your estimated monthly out-of-pocket costs may be – See if you qualify for the ELIQUIS Co-pay Card or other assistance in paying for ELIQUIS	



Provider and Patient Messages (continued)

Message Category	Provider Message	Patient Message	Key Considerations
Overarching Message Theme	Free trial and savings for eligible patients		
Free Trial Offer and Co-Pay Assistance	Free Trial Offer (FTO) Eligible, first-time patients can receive a free 30-day supply to see if ELIQUIS is right for them. Co-Pay Assistance Eligible, commercially insured patients may pay as little as \$10 for a 30-day supply. – Subject to a maximum annual benefit of \$3800 for patient out-of-pocket costs which resets every January 1	Free Trial Offer (FTO) With an ELIQUIS Free 30-Day Trial Offer, you may receive a one-time, free 30-day trial to see if ELIQUIS is right for you. – Request an ELIQUIS Free 30-Day Trial Offer from your healthcare provider – See if your offer needs to be activated at ELIQUIS.com or by calling 1-855-ELIQUIS (354-7847) – Give your activated offer to your pharmacist along with your first prescription for ELIQUIS Co-Pay Assistance Save on out-of-pocket costs with the ELIQUIS 360 Support Co-pay Card. Eligible patients may pay as little as \$10 per month for a 30-day supply, for up to 24 months. – There is an annual benefit of \$3800 for patient out-of-pocket costs which resets on January 1	<i>Be sure to include complete Eligibility & Terms and Conditions. An Affordability Team member can provide the appropriate language and formatting required for the Terms and Conditions. This will also help ensure efficient medical/legal review.</i>

Provider and Patient Messages (continued)

Message Category	Provider Message	Patient Message	Key Considerations
Overarching Message Theme	Centered on support		
Benefits Review	Prescription insurance benefits reviews: Live specialists can confirm plan coverage (and any restrictions) for ELIQUIS. They can also inform the patient of what their co-pay may be. Additionally, they can confirm whether your patient is eligible for the Free 30-Day Trial Offer or the Co-pay Card. Start a Benefits Review in 3 Simple Steps: 1. A Benefits Review (BR) is initiated by you or your patient through ELIQUIS 360 Support – If a provider initiates the BR, the provider fills out the BR form, obtains the patient's signature, and then faxes the completed form to ELIQUIS 360 Support – If a patient initiates the BR, the patient calls 855-ELIQUIS to speak with a live specialist and provides the signature electronically at ELIQUIS.com/sign	Understanding insurance coverage can be complicated and time consuming. Let us help make it easier. Call 1-855-ELIQUIS (1-855-354-7847) from Monday-Friday, 8 AM-8 PM ET. Live specialists are here to: – Find out if ELIQUIS is covered by your insurance plan – See if you are eligible for the Free 30-Day Trial Offer or the Co-pay Card – Provide financial assistance information – Work with your healthcare provider and insurance plan to help resolve any challenges with getting coverage – Help you sign up to receive communications for patients and caregivers	N/A



Provider and Patient Messages (continued)

Message Category	Provider Message	Patient Message	Key Considerations
Overarching Message Theme	Centered on support		
Benefits Review	Start a Benefits Review in 3 Simple Steps (continued) 2. ELIQUIS 360 Support contacts the payer to obtain coverage information. 3. ELIQUIS 360 Support calls you* or your patient to explain the results. If there are restrictions: – Plan-specific forms will be sent to the provider (if BR form is submitted) and pre-populated with provider demographic information – The provider must complete the forms and send to the payer – ELIQUIS 360 Support will help the provider monitor progress on reviews *If provider initiates the BR, the Summary of Benefits will be faxed to the provider.		N/A
Patient Signature/eSignature	To protect privacy, a patient signature is required before a BR can be conducted. A patient signature can be obtained in person while at the office or online at ELIQUIS.com/sign.	To protect privacy, a patient signature is required before a BR can be conducted. A patient signature can be provided in person while at the office or online at ELIQUIS.com/sign.	N/A
Medicare Part D Assistance	ELIQUIS 360 Support live specialists are available to help your patients: – Understand their Medicare Part D coverage and out-of-pocket costs – Verify eligibility for lower medication co-pays through the Extra Help program (also known as LIS or Low Income Subsidy) for low income patients – During Medicare open enrollment, navigate the process and compare coverage options, taking into account all of their prescriptions	ELIQUIS 360 Support live specialists are dedicated to providing the services and support you need to: – Understand your Medicare Part D coverage and out-of-pocket costs – Determine if you qualify for the Extra Help program (also known as LIS or Low Income Subsidy) designed to help people with a limited income and financial resources – Compare Part D prescription coverage options – Learn how to enroll in the plan you've selected	N/A



Provider and Patient Messages (continued)

Message Category	Provider Message	Patient Message	Key Considerations
Overarching Message Theme	Centered on support		
Prior Authorization	Prior Authorization: A live specialist can tell you if prior authorization is needed, and if so, will send you the plan-specific form. Additionally, live specialists can help you monitor the submission of your plan-specific form.	Prior Authorization: If your insurance plan needs prior authorization before approving coverage of ELIQUIS, live specialists can help coordinate the process among your doctors and insurer, and get the paperwork submitted.	N/A
Formulary Exceptions	Formulary Exceptions: If your patient's insurance doesn't cover ELIQUIS, we'll help you locate their plan-specific exception form for you to complete. And we'll follow up with your patient's health plan to check on the status of your request.	Assistance with Formulary* Exception Requests: Some insurance plans may not cover ELIQUIS, or will ask your prescriber to submit a "formulary exception" request. Our live specialists can supply you and your prescriber with general information about these requests, as well as any necessary documents that may be required. Your prescriber can then complete the documents and submit them to your insurance company for review.	When developing patient-facing material which describes formulary exception requests, be sure to include applicable footnotes relating to the definition of formulary. The footnote below should accompany the patient-facing message to the left with asterisks located where indicated. *A formulary is an insurance company's list of covered medications.



Provider and Patient Messages (continued)

Message Category	Provider Message	Patient Message	Key Considerations
Overarching Message Theme	Centered on support		
Tiering Exceptions	Tiering Exceptions: If ELIQUIS is on formulary in a nonpreferred tier, we can help locate the plan-specific tiering exception form for you to complete requesting a lower co-pay for your patient (to a preferred brand tier). We will also follow up with the health plan to check on the status of your request.*	N/A	When developing provider-facing material which describes tiering exceptions, be sure to include applicable footnotes relating to application to only formulary drugs and are unnecessary for patients enrolled in "Low Income Subsidy" shown below: *Tiering exception forms are for formulary drugs only and are not necessary for patients receiving "extra help," also known as "Low Income Subsidy" or "LIS," as they pay the same monthly drug co-pay whether in a preferred or nonpreferred brand tier.
Appeals Assistance	Appeals Assistance: Specialists can provide information on appeals process if your prior authorization and formulary or tiering exception request is rejected.	N/A	N/A



Provider and Patient Messages (continued)

Message Category	Provider Message	Patient Message	Key Considerations
Overarching Message Theme	Serving patients is our passion		
Contact Information: All Options	ELIQUIS 360 Support Program: Call 1-855-ELIQUIS (354-7847) Fax 1-855-674-8134 Online (www.hcp.ELIQUIS.com; www.eliquis360providerportal.com)	We are here to help. Live specialists are available: Call 1-855-ELIQUIS (354-7847), Monday-Friday, 8 AM-8 PM ET, and *Saturday-Sunday, 9 AM-6 PM ET For after-hours support, go to www.ELIQUIS.com/360-support	For provider materials, include website and ELIQUIS 360 Support Provider Portal link. Weekend call hours apply for co-pay card activations only. Please be sure to emphasize that.
Contact Information: Phone [Short-form message]	Call 1-855-ELIQUIS (354-7847) to speak with a live specialist	Call 1-855-ELIQUIS (354-7847) to speak with a live specialist	
Contact Information: Phone [Long-form message]	Get live specialist support by calling 1-855-ELIQUIS (354-7847) Monday-Friday, 8 AM-8 PM ET. — We can help you initiate a benefits review, get prior authorization forms, and answer questions	Get live specialist support by calling 1-855-ELIQUIS (354-7847) Monday-Friday, 8 AM-8 PM ET. — We can assist with questions and matters related to patient education, co-pay card requests, activations, and reactivations *Card Activations Only.	ELIQUIS 360 Support staff should always be referred as “live specialists.”



Annotated Examples

We have provided sample annotated covers and inside pages for provider- and patient-facing materials. These are mock resources created for your reference and follow the approved brand guidelines specified in this guide. Take note of the design and content in the example below:

A– ELIQUIS 360 Support logo appears on the same page as the ELIQUIS product logo. However, the two logos are not locked up

Provider Resource Example

A

C

B– Appropriate benefits verification services provider messaging has been used per the copy provided in this document

C– Free 30-day trial offer and co-pay assistance provider messaging used in the appropriate manner and must include the Terms and Conditions as either a digital link or inserted or attached to the piece

D– All pertinent contact information has been included and is stated with a clear call-to-action

E– The brand mission—*Working together for patient access to ELIQUIS*—should be conveyed in every piece

F– Printed pieces must include U.S. Full Prescribing Information including boxed warnings and Terms and Conditions inserted or attached to the piece. Electronic versions must have a “Please see” line with live links to U.S. Full Prescribing Information and Terms and Conditions



Annotated Examples (continued)

- A**– Appropriate patient-facing contact information has been used, including a clear call to action
- B**– Text follows appropriate color and font guidelines
- C**– Proper ELIQUIS 360 Support Overview Patient-Facing Message has been used
- D**– Icons can be created in color (see page 12) or created in white and placed on a burgundy background
- E**– Alliance logo appears on the last page
- F**– The brand mission—*Working together for patient access to ELIQUIS*—should be conveyed in every piece

Patient Resource Example

A – Appropriate patient-facing contact information has been used, including a clear call to action

B – Text follows appropriate color and font guidelines

C – Proper ELIQUIS 360 Support Overview Patient-Facing Message has been used

D – Icons can be created in color (see page 12) or created in white and placed on a burgundy background

E – Alliance logo appears on the last page

F – The brand mission—*Working together for patient access to ELIQUIS*—should be conveyed in every piece

Appendix

ELIQUIS 360 Support for Providers

Benefits Verification Services

Benefits review resources are available by



Phone (1-855-ELIQUIS [354-7847])



Fax (1-855-674-8134)



Online (www.hcp.eliquis.com; www.eliquis360providerportal.com)

ELIQUIS 360 Support Provider Portal

Register at www.eliquis360providerportal.com for around-the-clock access to coverage information.

Provider Portal User Guide

A quick-start guide to introduce basic navigation and features for using www.eliquis360providerportal.com.

Benefits Review (BR) Carrier

Enrollment forms that can be used to initiate a benefits review on a patient's behalf. Patients must sign a Patient Authorization and Agreement (PAA) form first. The PAA is included in the enrollment form.

Formulary Look-up Tool

Visit ELIQUISFormulary.com to access coverage information for commercial, Medicare, and Medicaid plans in your area. This site provides providers access to look up ELIQUIS tier status, co-pay eligibility and range, and any restrictions that may apply for local plans.

BR Fax Form

A benefits review form the office staff can complete offline and fax to ELIQUIS 360 Support at 855-674-8134.

ELIQUIS 360 Support Brochure

Useful reference document that covers the fundamentals of the program offerings.



Appendix (continued)

ELIQUIS 360 Support for Patients

Co-Pay Assistance

Eligible patients with commercial insurance who comply with the Terms of Use may pay as little as \$10 per month for a 30-day supply for up to 24 months with the ELIQUIS Co-pay Card.*†

— Subject to a maximum annual benefit of \$3,800*†

Free Trial Offer (FTO)

Eligible patients can receive a Free 30-Day Trial Offer (FTO) on their first prescription for ELIQUIS tablets.*†

Coverage Information Assistance Brochure

Highlights information regarding prescription coverage and assistance.

Online Support

Patients can visit www.eliquis.com 24/7 to learn about ELIQUIS, sign up for special offers, and activate co-pay and free trial offer cards.

Patient eSignature

Patients who have requested a prescription insurance benefits review can provide authorization in the form of an electronic signature at eliquis.com/sign.

*Please see full Eligibility Requirements & Terms and Conditions.

†Patient is responsible for applicable taxes, if any.



Please Note: The footnotes may be worded differently in print and digital materials.

- For digital materials, use “please see hyperlink”
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