

July 16, 2010

**Important News About Your
COVA Connect Prescription Drug Benefit**

<Name>
<Address>
<CSZ>

Dear COVA Connect Member:

On June 28, a generic version of the antidepressant Effexor XR (venlafaxine) became available in 37.5 mg, 75 mg and 150 mg pills. This drug is used to treat major depressive disorder.

Since your drug benefit is a mandatory generic program, you now have the following options. You may purchase the venlafaxine XR generic for a \$15 copayment or you may continue to use the brand name drug; however, you will pay more than you do now.

If you continue to purchase Effexor XR, you will be responsible for paying the brand copayment, plus the difference in cost between the brand and generic medication.

If you have questions, please call Optima Health Member Services at (866) 846-2682 or (757) 687-6350. We look forward to serving you in the months and years to come.

Sincerely,



Timothy P. Colligan, RPh, M.S.
Director, Pharmacy Managed Care

Optima Health administers COVA Connect prescription drug benefits for the Commonwealth of Virginia.