

Commercial Specialty Pharmacy Network Changes Coming January 2026

We are expanding our specialty network with the Advocate+™ Pharmacy Match program through Free Market Health (FMH) to better serve our members and help lower their costs. Beginning on **January 1, 2026**, there will be changes to how you send specialty pharmacy prescriptions for Florida Blue and Truli for Health members with commercial plans.

The Advocate+ Pharmacy Match program includes a wider network of pharmacies for specialty prescriptions. Through an automated system, this program determines the best in-network specialty pharmacy to fill a member's specialty medication based on access, quality, and cost.

How it Works and Where to Send Specialty Prescriptions Starting January 1

All [Self-Administered](#) specialty medication prescriptions should be sent directly to the FMH pharmacy via the contact information below starting January 1. FMH will use Advocate+ Pharmacy Match to forward the prescription to the matched specialty pharmacy.

Pharmacy Name	Address	Fax Number	NCPDP
FMH Pharmacy	40 24 th St. Suite 150, Pittsburgh, PA 15222	1-833-998-4435	6013914
Provider Assistance Line	1-877-787-0520, option 3		
Email	prescribers@freemarkethealth.com		

It is important to note, CVS Specialty® will continue to be our medical pharmacy provider. Please send orders for [Provider-Administered drugs](#) directly to CVS Specialty pharmacy. You can continue to buy and bill medications if you prefer.

Long-acting injectable (LAI) antipsychotics, substance use disorder, and behavioral health medications will continue to be dispensed and administered by [Genoa Healthcare](#). Prior authorization reviews for these medications should continue to be sent to Prime Therapeutics via [CoverMyMeds](#). Those prescriptions should be sent directly to Genoa Healthcare.

Special Circumstances

There are certain scenarios when prescriptions should be directly routed through the Advocate+ Pharmacy Match program and do not need to be sent directly to these entities. Specifically:

- Hemophilia medication will continue to be dispensed by CVS Specialty, with prior authorization requests sent through Availity Essentials.
- Limited Distribution pharmacies will continue to be contracted and listed on the [Limited Distribution web page](#).

Free Market Health, Genoa Healthcare, Prime Therapeutics, and CVS Specialty are independent companies that provide pharmacy services on behalf of Florida Blue.

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Prior Authorization Changes

To streamline this change to Advocate+ Pharmacy Match, we are also making updates to where prior authorization requests are sent.

Effective January 1, prior authorizations will no longer be reviewed by CVS Specialty. Self-administered prior authorization requests will be reviewed by Prime Therapeutics and should be sent via [CoverMyMeds](#).

Provider-administered prior authorization requests can be submitted via [Availity Essentials](#)[™] or to [Prime Medical](#) for drugs included in the [Provider-Administered Drug Program \(PADP\)](#).

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