



Broker Update

August 24, 2023

Rx Insights and Updates

These monthly pipeline updates provide a review of newly approved drugs, recent drug launches, generic updates, new indications and news of note on drugs in the approval process. Medications are evaluated for clinical effectiveness and to determine formulary status and/or clinical management opportunities.

[July 2023](#)

[July Specialty 2023](#)

Seeking "Your Story" Submissions

Do you know a Blue Cross and Blue Shield of Nebraska (BCBSNE) member who made an inspiring recovery or persevered through a tough diagnosis? Maybe they were a hero simply by taking steps to prioritize their health and wellness.

We're proud to be part of their story and want to share it.

We are expanding our award-winning "Your Story" brand campaign. Brokers, you know your clients, so we're asking for your help finding members across the state to

spotlight.

We're especially hopeful to hear from Nebraska HeartlandBlue (ACA) members, and those willing to share their mental health care experiences.

Please encourage your clients to share their health journeys. They can email YourStory@NebraskaBlue.com or submit the form at NebraskaBlue.com/YourStory to share their story. All information is strictly confidential and will not be used until the BCBSNE marketing team reaches out to continue the conversation.

[Share Your Story](#)

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