

CivicaScript launches Ambassador Program, welcomes WTW as 1st participant

LEHI, UTAH, JANUARY 18, 2024 – CivicaScript, a public benefit company dedicated to bringing lower-cost generic medicines to U.S. consumers, today announced the launch of its Ambassador Program, with the goal of broadening awareness and use of CivicaScript medications to maximize prescription-drug savings for consumers and other healthcare stakeholders.

The organization today also welcomed its first CivicaScript Ambassador, WTW, a leading global advisory, broking and solutions company.

CivicaScript's Ambassador Program creates a platform for broad industry participation in its effort to make quality generic medicines affordable and available to everyone. CivicaScript Ambassadors promote awareness and use of CivicaScript medications among their customers and other stakeholders.

The goals of the Ambassador Program are to:

- Increase awareness of CivicaScript quality medicines.
- Create patient savings by connecting them with CivicaScript products.
- Bring prescription drug price transparency to the end consumer.

"The Ambassador Program provides an opportunity for organizations who want to help maximize availability of our fair and transparently priced generic medicines, but may not be positioned to deliver our products directly to consumers," said CivicaScript President Gina Guinasso. "We're thrilled to offer this program as a way to bring more savings to more people."

CivicaScript develops quality generic medicines with trusted manufacturing partners, then works with like-minded payors, PBMs and pharmacies across the country who pass along the cost savings to their customers. Pharmacies dispense CivicaScript medicines at no more than its Maximum Retail Price (MaxRP™) policy – and consumers can confirm this by scanning the QR code featured on every CivicaScript label.

"In our efforts to actively seek out ways to reduce prescription drug costs for employees, WTW identified with CivicaScript's mission to make quality generics more affordable and accessible. We work with employers every day who want to address this issue, so our hope is to increase awareness around programs like this that offer options," said Jasmine Aral, WTW National Pharmacy Leader.

For more information about the CivicaScript Ambassador Program, contact ambassador@civicascript.com.

About CivicaScript

CivicaScript is the Civica, Inc. operating unit dedicated to lowering the cost of select high-cost generic medicines at the pharmacy counter. Using a cost-plus and price-transparent model, CivicaScript will further transform the supply chain to lower the cost of prescription medicines to ensure that consumers benefit from these medicines at a fraction of their current cost. CivicaScript is a public benefit company that is committed to the principles of providing affordable, essential generic medicines to promote the social welfare and health of the community. For more information, visit [our website](#).