



Medical Prescription Policy (2020)

Name: _____

Date: _____

It has been my goal since I started private medical practice of Dermatology in 1981 to provide the best (safest and most effective) therapies and procedures for anyone that sought my services. Over these 38 years my goal has remained the same. Unfortunately, however, there have been drastic changes in the medical field that make this goal difficult and, in some cases, impossible.


Specifically, when you seek our dermatologic specialty services, you want the best (safest and most effective) prescriptions to provide maximum medical improvement for your condition. Based on my evaluation of your problem(s), I will always recommend the “best” medications to reach this goal based on my years of training and experience. However, two factors may impact your getting these prescribed medications for your therapy: what your insurance company will cover (allow) for your treatment (your individual insurance-created prescription list or your formulary) and the price (cost).

Although we (my staff & I) get accused of it daily, we do not know or control the price of your prescriptions, but we definitely agree with you that the cost of most brand names (and an increasing number of generics) are “too expensive, ridiculous, immoral, legal robbery, unethical” or any of these descriptive terms we hear daily. Prescription cost is determined by the pharmaceutical companies and the pharmacies. To affect any change in this area you should proactively express your opinions to them and the U.S. Government rather than be reactive, complaining to us, and let the problem continue to get worse each year.

The other major factor that determines what medication you get is your insurance company’s selected medication list (formulary) of what medications they will cover.

So, do you want your insurance company as your medical doctor or me? As a Board Certified Specialist in Dermatology with over 41 total years’ experience (including residency), I know what I want to prescribe for your condition to obtain what you came to see me for... the “best” result. To do this, I will always recommend and, with your approval, prescribe the best “specialty dermatologic medicines” and I prefer brand name products to most generics for this reason. However, in today’s medical world your insurance may limit your medication options based on your age. For example, many insurance companies don’t cover acne medications, such as Retinoids (Retin-A) and Blenders (TriLuma) at all, calling acne and its treatment as cosmetic above some arbitrary age 18 to whatever. Or they may require use of less effective, higher risk medication (e.g.: Griseofulvin for fungus over a proven, more effective medication as Lamisil), or just won’t cover your medicine at all. **OR**, they may request that I “**PRIOR AUTHORIZE**” your prescription. Used to be, and I have always practiced that, your medication was “**PRIOR AUTHORIZED**” when I “**PRESCRIBED**” it for you.

Insurance-created prior authorizations can take from 5, usually 15-20, minutes up to over an hour PER PRESCRIPTION “authorizing” a medicine I have already “prescribed”. Most insurance carriers have established these limitations in your (their client) policy and have created markedly increased loss of our medical time and compromises medical care. Depending on your medical problems, I may prescribe from 2 up to 8 prescriptions for you or more than 100 prescriptions a day. You can easily appreciate the burden and extra time your insurance’s specific limitations could and are causing to our practice, while also compromising your care. Your insurance doesn’t cover this staff/doctor (office) time and it is our experience, that you do not want to pay for this extra work either.

Initial _____ **X**
OVER PLEASE 



Beauty thru Health Dermatology, PC

It is the position of Beauty Thru Health Dermatology, PC that prescription limitation, per your insurance plan, is an insurance-client issue that you must address with your insurance carrier since the carrier has established these policy restrictions.

Our (my) goal is to provide the best care possible. To do this, Beauty Thru Health Dermatology, PC has established the following policies as regards your prescriptions:

1. I will always recommend and prescribe the “best” medicine and/or over the counter products to obtain the “best” result.
2. Some of these products may be over the counter (OTC) or dispensed (sold) in office. **YOU ARE UNDER NO OBLIGATION TO PURCHASE ANY DISPENSED PRODUCTS.** I have always dispensed products in the tradition of Dermatology since I first started private practice in 1981. I dispense specialty dermatologic products to provide A) a quality product, B) at a fair cost, C) more conveniently. I also provide recommendations on similar OTC product options as well.
3. **If your insurance doesn’t allow or list the prescribed product on their formulary and want to substitute another product, then you and your pharmacist must provide me with a list of their/your preferred bioequivalent medicine in the price range YOU want to pay and I will try to select the nearest “substitute”, fully understanding it is not my preferred medication and may impact getting optimum results with your dermatologic problems.**
4. Because of this limitation, I do highly recommend the use of “Specialty Dermatologic Pharmacies” that attempt to provide to you brand name products at a reasonable cost by mail in 2-3 days (no shipping charges, or by delivery). This is much less time than going back and forth with your insurance carrier determining what they allow and what you want to pay, which can take and has taken up to a week or longer to get some medication that you both agree on.
5. It is the position of Beauty Thru Health Dermatology, P.C. that formulary restriction and prior authorization is an insurance created issue that you, the patient, must address to your insurance carrier since that carrier is the one that established these limitations in your policy. It is our position that the prescription has been “prior authorized” at the time I (Dr. Wiley) “prescribed” it and provided to you a “prescription” for treatment of your medical condition.
1. In order to protect the practice and the staff from this insurance-created consumption of our time and allow us to focus on patient care, Beauty Thru Health Dermatology, P.C.’s policy is that we will only validate for your insurance and pharmacy your diagnosis and the specific medication that was prescribed for medically necessary treatment of your condition when a Prior authorization” is requested by your insurance carrier. Always, your pharmacy has the right to offer and you can request a bioequivalent generic substitute (if available).

ANY OTHER QUESTIONS RELATED TO YOUR INSURANCE LIMITATION OR RESTRICTIONS ON YOUR CARE SHOULD BE DIRECTED TO YOUR INSURANCE CARRIER. Clarence L. Wiley, MD, MMS, FAAD Medical Director

My signature on these forms indicates that I have fully reviewed this information, asked all relevant questions which have been fully answered to my complete understanding and desire to receive medical care based on this policy.

X _____
Print Name

X _____
Signature (Patient or Guardian)

Date

Witness: _____

Date: