Division of Medical Services
Medicaid Pharmacy Program
P.O. Box 1437, Slot S415, Little Rock, AR 72203-1437
P: 501.683.4120 F: 800-424-5851

November 4, 2026
RE: Updates for Promacta® (eltrombopag) tablet, Protonix® (pantoprazole) suspension, Nexium® (esomeprazole) suspension, and Travatan® (travoprost) solution

Prescribers and pharmacists,

Promacta® (eltrombopag) tablet, Protonix® (pantoprazole) suspension, Nexium® (esomeprazole) suspension, and Travatan® (travoprost) solution have been brand preferred for quite some time. **Effective 11/10/2026**, both the generic and the brand products will be available for dispensing to Arkansas Medicaid beneficiaries.

NOTE: Promacta® powder for suspension will remain as brand preferred. This change does not apply to the suspension.

The following generic medications will require DAW code of zero (0) to process the payment at the correct generic rate.

- eltrombopag tablet
- pantoprazole suspension
- esomeprazole suspension
- travoprost solution

The following brand products will require a DAW code of nine (9) to ensure the claim is processed as a plan prefers brand (PPB) product and pays at the brand rate.

- Promacta®
- Protonix®
- Nexium®
- Travatan®

After 12/31/2026, brand Promacta® tablet, Nexium® suspension, and Travatan® solution will no longer be considered the plan preferred brand product, while the generic will become the preferred option. The overlap of brand and generic will allow pharmacies to exhaust the brand product inventory.

NOTE: Brand Protonix® suspension will continue to be available along with the generic until stock of the brand is depleted.

For any questions, contact the Prime Therapeutics Help Desk at 800-424-7895.

Sincerely,

Cynthia Neuhofel, Pharm.D.
DMS Assistant Director/Pharmacy Director