



Drug Coverage Policy

Effective Date03/15/2026

Coverage Policy Number.....IP0284

Policy Title.....Brimonidine

Topical Alpha Adrenergic Agonists for Rosacea - Brimonidine

- Mirvaso® (brimonidine 0.33% topical gel – Galderma, generic)

INSTRUCTIONS FOR USE

The following Coverage Policy applies to health benefit plans administered by Cigna Companies. Certain Cigna Companies and/or lines of business only provide utilization review services to clients and do not make coverage determinations. References to standard benefit plan language and coverage determinations do not apply to those clients. Coverage Policies are intended to provide guidance in interpreting certain standard benefit plans administered by Cigna Companies. Please note, the terms of a customer’s particular benefit plan document [Group Service Agreement, Evidence of Coverage, Certificate of Coverage, Summary Plan Description (SPD) or similar plan document] may differ significantly from the standard benefit plans upon which these Coverage Policies are based. For example, a customer’s benefit plan document may contain a specific exclusion related to a topic addressed in a Coverage Policy. In the event of a conflict, a customer’s benefit plan document always supersedes the information in the Coverage Policies. In the absence of a controlling federal or state coverage mandate, benefits are ultimately determined by the terms of the applicable benefit plan document. Coverage determinations in each specific instance require consideration of 1) the terms of the applicable benefit plan document in effect on the date of service; 2) any applicable laws/regulations; 3) any relevant collateral source materials including Coverage Policies and; 4) the specific facts of the particular situation. Each coverage request should be reviewed on its own merits. Medical directors are expected to exercise clinical judgment where appropriate and have discretion in making individual coverage determinations. Where coverage for care or services does not depend on specific circumstances, reimbursement will only be provided if a requested service(s) is submitted in accordance with the relevant criteria outlined in the applicable Coverage Policy, including covered diagnosis and/or procedure code(s). Reimbursement is not allowed for services when billed for conditions or diagnoses that are not covered under this Coverage Policy (see “Coding Information” below). When billing, providers must use the most appropriate codes as of the effective date of the submission. Claims submitted for services that are not accompanied by covered code(s) under the applicable Coverage Policy will be denied as not covered. Coverage Policies relate exclusively to the administration of health benefit plans. Coverage Policies are not recommendations for treatment and should never be used as treatment guidelines. In certain markets, delegated vendor guidelines may be used to support medical necessity and other coverage determinations.

Coverage Policy

The treatment of the untoward cosmetic effects associated with rosacea (for example: telangiectasia, erythema) are not covered because such treatment is considered cosmetic in nature and not medically necessary. Under many benefit plans, services are not covered when they are performed solely for the purpose of altering appearance or self-esteem, or to treat psychological symptomatology or psychosocial complaints related to one's appearance.

Conditions Not Covered

Brimonidine (Mirvaso) for the treatment of persistent (non-transient) erythema associated with rosacea is considered not medically necessary.

Overview

OVERVIEW

Brimonidine 0.33% topical gel, an alpha₂-adrenergic agonist, is indicated for the topical treatment of persistent (non-transient) **facial erythema of rosacea** in patients ≥ 18 years of age.¹ Note: Brimonidine 0.33% topical gel is not indicated to treat the inflammatory lesions of rosacea.

Guidelines

The American Acne & Rosacea Society (AARS) published an update on the management of rosacea in 2019.² The treatment of rosacea is based on two major common clinical presentations of rosacea: centrofacial erythema with papulopustular lesions and centrofacial erythema without papulopustular lesions. A gentle skin care and photoprotection regimen is recommended for all patients with rosacea. For centrofacial erythema without papulopustular lesions, pharmacological treatment options include topical alpha-agonists. The topical alpha-agonists typically reduce facial erythema within 30 to 60 minutes, with a peak benefit after approximately 3 to 4 hours.

References

1. Mirvaso® topical gel [prescribing information]. Fort Worth, TX: Galderma; October 2024.
2. Del Rosso JQ, Tanghetti E, Webster G, et al. Update on the management of rosacea from the American Acne & Rosacea Society (AARS). *J Clin Aesthet Dermatol.* 2020;13(6):17-24.

Revision Details

Type of Revision	Summary of Changes	Date
Annual Revision	Updated coverage policy title from "Topical Alpha Adrenergic Agonists" to "Topical Alpha Adrenergic Agonists for Rosacea - Brimonidine." Removed Rhofade from policy.	03/15/2026

The policy effective date is in force until updated or retired.

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