

NACo Prescription Discount Card Program

A Winning Program for Residents and Counties





65,000
participating
pharmacies
nationwide

The high cost of prescription drugs is one of the challenges many of your residents face. For residents without insurance and those whose insurance is limited, the NACo Prescription Discount Card Program offers a great way to deal with those high costs. Savings can be up to 75% and the average savings rate is 24%. More than 65,000 pharmacies honor the NACo card, including all major chains. The participating pharmacies also include the majority of community-based, independent pharmacies. The program is free, easy-to-use and everyone is eligible.

Like your residents, your county may be facing challenges too. You don't have enough revenue to provide the services that residents need and want. The NACo Prescription Program can also help you. In December 2011, the NACo Board of Directors approved a proposal to allow member counties participating in the program to receive a marketing reimbursement fee for prescriptions filled using the card.

The NACo Prescription Discount Card is a winning program. It's a winner for residents and for counties, too.

This is the right program for your county!

The program's proven results provide you with the confidence that it is the right one for your residents. County residents nationwide have saved more than \$470 million dollars on 37 million prescriptions since the program began in 2005.

This program is unparalleled in the industry, offering great discounts, award-winning customer service and industry experts that work with more than 1,400 of the nation's counties. CVS Caremark, the largest pharmacy health care provider in the United States and the number one provider of prescriptions, administers the program.

How the program will help your county

Counties that choose the marketing reimbursement fee option will receive \$1 per prescription when the card is used to receive a discount. The funds you receive through this option can be used for needed programs and is completely at the discretion of the county.

Counties that choose not to receive the marketing reimbursement fee can continue with the existing program. Residents in counties that choose not to receive the marketing reimbursement fee would receive a slightly greater discount when purchasing a prescription – approximately 2% - 2.5%.

Maximizing the success of your program

Awareness and accessibility are the key components to ensure the success of your county's program. You need to make sure your residents can easily access prescription discount cards and take advantage of the discounts. Promoting and marketing the program through a variety of means will help grow awareness and your program.

In regards to program implementation, our philosophy focuses on choice. If you want to manage the program yourself, we provide materials and best practice examples for effectively marketing the program. Or, we are available to create the awareness and manage the public relations outreach for your county. Your choice!

No matter which approach you prefer, we can send cards and display materials to multiple county locations and the pharmacies in your county. Residents can also print a card directly from a website, and free bill inserts can be provided to use for county mailings such as property tax bills.

What makes this program the best?

The NACo Prescription Discount Card program offers real value, easy access, a large national pharmacy network and excellent customer support. Here are some key points of the program:

It's FREE to NACo member counties

- No cost to the county, no cost to taxpayers. The discounts are negotiated directly with participating pharmacies.

Valuable discounts for all family members and no limits on use

- Savings can be up to 75% and the average savings rate is 24%. Some pet prescriptions are covered when they have to be filled at a pharmacy.

Generates goodwill

- Your constituents will appreciate the savings they receive.

Easy access

- More than 65,000 pharmacies including all the major chains participate in the program.

It's simple

- Program start-up is easy and county promotion and administration is simple.



**The NACo
prescription
discount card
can be used
any time a
prescription is
not covered
by insurance!**

Get started here

To view the program information or initiate the marketing reimbursement fee option, visit www.naco.org/drugcard and follow these steps:

- 1) Select 'Solutions Center'
- 2) Select 'Help Your Residents', locate the NACo Prescription Discount Card Program on the left-hand side of the page and select the active link
- 3) Once on the program page, click 'Program Implementation Contract and Checklist' under 'Program Information'
- 4) Log in to the members only section of the site



Use your phone to go directly to the program page.

Or you can call NACo Membership at 1-888-407-NACo (6226).



Operated by CVS Caremark.

This is NOT insurance. Discounts are only available at participating pharmacies.