

# NACo PRESCRIPTION DISCOUNT CARD PROGRAM



FREE TO YOUR  
COUNTY AND  
YOUR RESIDENTS

# DID YOU KNOW?

**\$500 MILLION**  
IN SAVINGS

**40 MILLION**  
PRESCRIPTIONS FILLED

SAVINGS UP TO  
**75 PERCENT\***

**65 THOUSAND**  
PHARMACIES

The National Association of Counties (NACo) offers exclusive benefits to its members, including the **NACo Prescription Discount Card Program**, which is FREE to counties and their residents. For residents without insurance and those whose insurance does not cover medications that their family members need including pets, the program offers a great way to obtain those medications that are not covered by insurance. Savings can be up to 75%\* off of the retail price of prescriptions. 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.

## THIS IS THE RIGHT PROGRAM FOR YOUR COUNTY

The program's proven results provide you with the confidence that it is the right program for your residents and your county. This program is unparalleled in the industry, offering credible discounts, excellent customer service and industry experts that work with more than 1,400 county governments across the country, saving their residents more than \$500 million.

## HOW THE PROGRAM WILL HELP YOUR COUNTY

The NACo Prescription Discount Card Program can help your county's bottom line. Your county could receive a marketing reimbursement fee for every discounted prescription filled using the card.

# MAXIMIZING THE SUCCESS OF YOUR PROGRAM

Awareness and accessibility for county constituents are the two key components to ensure the success of your county's program. We are available to work with you on developing a marketing plan that fits your county and relieves the administrative burden for county staff. If you want to manage the program yourself, we provide materials and best practice examples for effectively marketing the program. The highest utilizing counties are the counties that provide frequent messaging on the program and ensure that prescription discount cards are available to residents in multiple locations and multiple formats.

No matter which approach you prefer, we can send cards and display materials to multiple county locations, non-profits and the pharmacies in your county. Residents can also print a card directly from a website, get an SMS text card on their cell phone or scan a QR code to get a card on their Smartphone. Free bill inserts can be provided to use for county mailings such as property tax bills. Once residents have their card, it is ready for immediate use—it's that easy, no waiting and no forms to fill out! Our outreach is not a one-time strategy and program materials are available anytime they are needed in the county.



**SAVE UP TO 75% OFF THE COST OF YOUR PRESCRIPTIONS**

**[County Name] Prescription Discount Card**

- It's FREE, no enrollment fees
- Use the card for all family members – even use it for pets
- Nine out of 10 pharmacies accept the card
- No limits on how many times you use the card

**4 EASY OPTIONS TO GET YOUR FREE CARD**

SCAN	TEXT	VISIT	PICK UP
	NACRx6 to 96362	nacorx.org	Get a card at this location

**USE YOUR CARD TODAY!**

Visit [www.nacorx.org](http://www.nacorx.org) to locate a pharmacy, and look up program information and tools or call toll-free 1-877-321-2652.

[County Name] has endorsed this program to provide you with access to the prescription discount card and it is brought to you in collaboration with the National Association of Counties.

\*Average savings 24%. Savings may vary by drug and by pharmacy.  
Source: IMS Health  
This is NOT insurance. Discounts are only available at participating pharmacies. © 2012 NACo



**SPEND LESS ON YOUR PRESCRIPTIONS**

USE THIS CARD ANY TIME A PRESCRIPTION IS NOT COVERED BY INSURANCE.

- Save up to 75%\*
- It's FREE, no enrollment fees
- Nine out of 10 pharmacies accept the card
- No limits on how many times you use the card
- You and your family can use the card - even use it for pets

**FREE PRESCRIPTION DISCOUNT CARD**

This is NOT insurance.

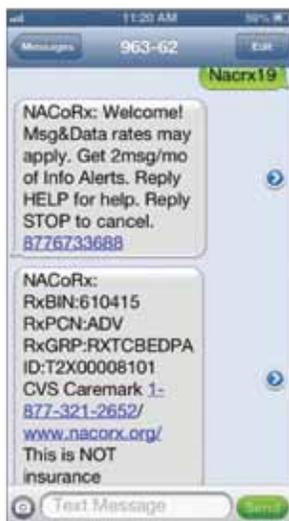
## Sample Bill Inserts

The inserts are designed to be lightweight to have minimal if any effect on postage. The specifications on the bill insert are:

- Flat Size: 7.5" x 3.375" - 7.5" x 3.375" finished
- Colors: 2/2
- Stock: 70# Casa Opaque White Offset 30% PCW (Post Consumer Waste) Uncoated (offset) Book/Text
- Press Features: Full Horizontal Perforation
- The weight of each insert is .063 ounces, or 1.79 grams.

## Sample Posters

Size: 11" x 17"



11:20 AM

Messages 963-62

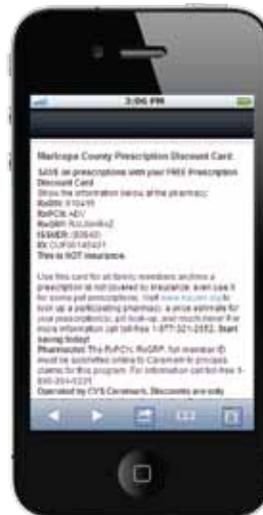
Nacorx19

NACoRx: Welcome! Msg&Data rates may apply. Get 2msg/mo of Info Alerts. Reply HELP for help. Reply STOP to cancel. 8776733688

NACoRx:  
RxBIN:610415  
RxPCN:ADV  
RxGRP:RXTCBEDPA  
ID:T2X00008101  
CVS Caremark 1:  
877-321-2652/  
[www.nacorx.org/](http://www.nacorx.org/)  
This is NOT insurance

Text Message

Sample SMS text card



3:00 PM

Maricopa County Prescription Discount Card

SAVE on prescriptions with your FREE Prescription Discount Card

Use this card for all family members and use it for prescriptions not covered by insurance. Save up to 75% off on some out-of-pocket prescriptions. Visit [www.nacorx.org](http://www.nacorx.org) for more information and to look up a participating pharmacy. A price estimate for most prescriptions will be available. For more information call toll-free 1-877-321-2652. Start today!

Pharmacies that accept this card for member ID must be authorized online to Card.com to process claims for this program. For information call toll-free 1-877-321-2652.

Operated by CVS Caremark. Discounts are only

Sample QR Code card generator



## WORKING WITH LOCAL MEDIA TO GET THE WORD OUT THERE

This is a great human impact story to tell county residents. The program is free to the county and to the residents, and it helps to make prescription medications more affordable. Using media relations strategies can help spread the word about this important program.

There are two key ways to announce the NACo program in your county. The first – a press conference – allows counties to bring key media together to relay the details of the program. The second – press releases – provides counties with a communications tool to reach out to the media without the need for a press conference. Template press releases are available for the county to use for your media contacts or we can distribute the press releases for you.



### GET STARTED HERE

- 1) Visit [www.naco.org/drugcard](http://www.naco.org/drugcard)
- 2) Once on the program page, click 'Program Implementation Contract and Checklist'
- 3) Log in to the members only section of the site

Use your phone to go directly to the program page or call **1-888-407-6226** and ask for *membership*.



\*Average savings 24%. Savings may vary by drug and by pharmacy  
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