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PRESS RELEASE

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Columbia County Introduces Prescription Discount Card to Help Alleviate High Costs

Residents can take advantage of savings on average of 24 percent

Columbia County has launched a new program to help county residents deal with the high cost of prescription medications. Through a partnership with the National Association of Counties (NACo), the free Prescription Discount Card program provides area residents with a card that offers an average of 24 percent savings off the retail price of prescription medications.

The card can be used by those who do not have insurance or by those who have prescriptions not covered by insurance. The card can also be used on some pet medications and is accepted at 9 out of 10 pharmacies throughout the region.

"Recognizing the difficulties many of our residents face when trying to pay for their health care needs, we are happy to be able to provide them with the Prescription Discount Card," said Susan Lorenz, Columbia County Health Officer. "This card offers residents – both insured and uninsured -- significant savings on prescription medications."

The free discount cards may be used by all Columbia County residents, regardless of age, income or existing health coverage. The Columbia County Prescription Discount Cards are available at Columbia County Health and Human Services 2652 Murphy Road Portage, WI. The discount cards can also be printed from the Internet at www.caremark.com/naco. Residents can also locate the nearest participating pharmacy from the same website or call toll-free at 1.877.321.2652 for assistance with the program.

"We're pleased to work with counties around the country to bring this important program to their residents," said Andrew Goldschmidt from National Association of Counties (NACo). "By working with our member counties, we are better positioned to develop programs that specifically target the needs of our nation's counties. The Prescription Discount Card program is just one example of what we hope to accomplish."

Columbia County will be joining more than 40 counties across Wisconsin currently offering the NACo Prescription Discount Card Program to residents. The program is administered by CVS Caremark.

About NACo

The National Association of Counties (NACo) is the only national organization that represents county governments in the United States. Founded in 1935, NACo provides essential services to the nation's 3,068 counties. NACo advances issues with a unified voice before the federal government, improves the public's understanding of county government, assists counties in finding and sharing innovative solutions through education and research, and provides value-added services to save counties and taxpayers money. For more information about NACo, visit www.naco.org.