THE NLC PRESCRIPTION DISCOUNT CARD PROGRAM

MORE THAN ELEVEN MILLION DOLLARS IN SAVINGS TO RESIDENTS.

As a member of National League of Cities (NLC) you can offer your residents a FREE prescription discount card that provides savings of up to 75%* off the retail price of prescription medication, at no cost to your city.

Now residents who are without health insurance or a traditional pharmacy benefit plan, or have prescriptions not covered by insurance have a solution to obtain medications at a discount. The card may be used for pet medications that are also used to treat a human condition that can be obtained from a participating pharmacy. The discount cards are widely accepted at all national chain pharmacies and most local independent pharmacies.

“We’re pleased so many residents are taking advantage of this program. Costs continue to rise in all areas of healthcare and any savings we can find are welcome. We encourage all residents to look at the program for their family and in some cases, their pets.”

- Brian Sullivan
  Town Manager
  Arlington, Massachusetts

One benefit of membership in the National League of Cities is that you can save your residents money at no cost to the city!

Sign up today!
Complete the form inside.
PROGRAM MATERIALS

The city is provided with marketing materials including pre-approved press releases and a sample web page for the city website to promote and launch the program. Printed discount cards and display materials (customized with the city name and logo) are provided at no cost as well as information on how residents can print a customized city discount card from a website. Program materials are available in English and Spanish. Participating cities receive a monthly report from NLC with data on savings to residents.

CUSTOMIZED CARD AND POSTER

"The program has saved Detroit area residents more than $1/2 million on the cost of prescription medications with an actual savings of 30 percent."
- Janice Winfrey
City Clerk
Detroit, Michigan
BILL INSERT FOR YOUR RESIDENTS

NLC prescription discount cards are also available in a bill insert format at no cost to the city. This insert with the city name and logo can be used in mailings to residents, such as a utility bill, city newsletter or other communications. By using the bill insert a prescription discount card can be delivered directly to residents.

WEB PRINT-A-CARD FEATURE

The print-a-card feature is a program tool that provides residents with convenient access to print a city discount card from any computer. Getting a card is easy!

It's easy to implement the NLC Prescription Discount Card Program and receive customized city cards, posters and other materials at no cost. Simply complete the attached 'Ready to get started' form and return it to NLC. The process to implement the program takes approximately eight weeks.
How much will residents save by using the discount card?
While savings on each prescription may vary, the NLC Prescription Discount Card Program, administered by CVS Caremark, provides savings up to 75%* off of the pharmacy’s regular retail prices. The savings are validated monthly and annually.

What if a pharmacy’s price on particular prescription drugs is lower than the discount card price?
The program uses a “lower-of” pricing schedule so that residents are never disadvantaged by using the discount card. On occasion, a participating pharmacy may have a lower price on particular prescription drugs. If that occurs, residents will always pay the lowest price.

Who pays the cost of the discount?
Pharmacies in the national discount network agree to absorb the cost of the discount. The benefit to the pharmacy of participating in the program is that it creates customer loyalty and increases store traffic.

Does NLC or CVS Caremark share the personal information of residents using the discount card?
CVS Caremark does not give or share personally identifiable health information to manufacturers or direct marketers. CVS Caremark is fully compliant with all federal and state privacy and security regulations pertaining to the protection of protected health information and has a robust compliance program which monitors and enforces policy compliance. NLC neither receives nor shares personal information of residents.

Does NLC or any participating city receive revenue from the program?
Neither NLC nor any participating city receives revenue for sponsoring the discount card program.

Does the program provide a competitive advantage to CVS pharmacies?
All major pharmacy chains and most local independent pharmacies, more than 65,000 pharmacies nationwide, participate in the discount card network. Residents are not encouraged or incentivized to use CVS pharmacies over any other chain or independent pharmacy.

Can the discount card be used with other prescription insurance benefits?
The program is not insurance; it is a prescription discount program. The card cannot be used to supplement insurance benefits. The card can be used for prescriptions not covered by an insurance plan.

To obtain more information about the program, please contact Marc Shapiro at NLC (shapiro@nlc.org) or Brad Stone at CVS Caremark (brad.stone@caremark.com) or visit www.nlc.org/prescriptioncard.
The city works with NLC and a CVS Caremark representative to launch the prescription discount card program. Everything needed to get started and launch the program is provided at no cost to the city.

Following the launch in your city, your residents will have:

• Savings of up to 75%*
• Easy access, nine out of 10 pharmacies participate in the program, more than 65,000 pharmacies nationwide
• No enrollment fees
• No membership fees
• No limit on how many times the card can be used
• No age requirements
• No income requirements
• ALL family members are covered
• Pet medications that are also used to treat a human condition are covered

To obtain more information about the program, please contact Marc Shapiro at NLC (shapiro@nlc.org) or visit www.nlc.org/prescriptioncard; additional program information can also be obtained at www.caremark.com/nlc. Cities may also sign up for the program by completing the form attached or on NLC’s website www.nlc.org/prescriptioncard.

The National League of Cities (NLC) Prescription Discount Card program is administered by CVS Caremark, an experienced prescription discount card provider who has administered these programs since 1992. Your city must be a member in good standing of NLC to sponsor the program.

‡ All communications must be reviewed and approved by NLC and CVS Caremark unless the city is using communications supplied by CVS Caremark.

*Average savings 23%. Savings may vary by drug and by pharmacy.