



# NEWS RELEASE

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## **Santa Cruz County Launches Prescription Drug Discount Card That Can Be Used by All Residents**

### *Discount Cards Offering Average Savings Of 20 Percent Off Retail Price*

January 14, 2008 — Santa Cruz County today launched a discount card program to help consumers cope with the high price of prescription drugs. The county is making free prescription drug discount cards available under a program sponsored by the National Association of Counties (NACo) that offers average savings of 20 percent off the retail price of commonly prescribed drugs.

The cards may be used by all county residents, regardless of age, income, or existing health coverage, and are accepted at 100 percent of the county's pharmacies. A national network of more than 59,000 participating retail pharmacies also will honor the NACo prescription discount card.

"Santa Cruz County is proud to be one of the counties nationwide participating with NACo," said Kevin Irvine. "The NACo prescription discount card offers significant savings for the uninsured and underinsured residents of our county, and even those fortunate to have prescription coverage can use the card to save money on drugs that are not covered by their health plan. Residents do not have to be Medicare beneficiaries to be eligible for this program."

Best of all, there is no cost to county taxpayers for NACo and Santa Cruz County to make these money saving cards available to our residents.

Cards will be available at the Santa Cruz County Health Department. County residents can call 375-7900 or visit [www.caremark.com/naco](http://www.caremark.com/naco) for assistance with the program.

"Using the NACo prescription discount card is easy," said Kevin Irvine. "Simply present it at a participating pharmacy. There is no enrollment form, no membership fee and no restrictions or limits on frequency of use. Cardholders and their family members may use the card any time their prescriptions are not covered by insurance."

The discount card program is administered by Caremark Rx, Inc.

*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 3,066 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](http://www.naco.org).*

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