



BadgerRx Gold™: Program At A Glance

What is BadgerRx Gold?	<p>BadgerRx Gold is a public-private sector partnership between the State of Wisconsin and Navitus Health Solutions to bring affordable prescription drugs to the uninsured and underinsured.</p> <p>Keeping prescription drugs accessible and affordable for Wisconsin residents is the focal point of this program.</p> <p>Benefits of this program include:</p> <ul style="list-style-type: none"> • Carefully selected medications • Monitoring for safety • Lower prescription drug costs of up to 25-40% on covered medications
Program website	www.badgerrxgold.com
Who can enroll?	<p>Wisconsin residents</p> <ul style="list-style-type: none"> • No age requirements • No screening for pre-existing health conditions
What happens when I enroll?	<p>Those who enroll in the program will receive an ID card within 15 business days of receipt of the completed enrollment materials.</p> <p>The ID card should be presented at a local participating pharmacy to receive program benefits.</p>
Ways to request program/enrollment information	<p>Online: www.badgerrxgold.com</p> <p>Email: customerservice@badgerrxgold.com</p> <p>Phone: 866-809-9382 (toll-free, 8 am to 6 pm Central time)</p>
Program cost	<p>Annual enrollment fees:</p> <ul style="list-style-type: none"> • <u>Individuals</u>: \$25 per person (\$20 if enrolling online) • <u>Families</u> (of 4 or more): \$75 per family (\$70 if enrolling online)
Total number of participating Wisconsin pharmacies	Over 700
Total number of drug manufacturers participating	More than 29
Current program statistics	<p>Total enrollment: 6,036 (through 08-05-05)</p> <p>Total prescriptions processed: 21,973 (through 07-31-05)</p> <p>Average percent savings: 24.7% (through 07-31-05)</p>
Available program materials	<ul style="list-style-type: none"> • Enrollment brochure including covered medication list and return envelope • Leave-behind card (to be distributed during media tour) • Fast Facts Sheet
Recent public relations/advertising/outreach efforts/other exposure for program	<ul style="list-style-type: none"> • Exhibitor/sponsor – Dane County Fair (07/20-07/24) • Exhibitor – Wisconsin State Fair (08/04-08/14) • Radio advertising (general program) and in support of fairs • BadgerRx Gold Days with ShopKo (July and August) • DUR Press release (08/08) • Outreach to pharmacies, clinics, student health organizations and other organizations to distribute program materials • AMCP partnership briefing (October)