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Countywide
Pharmacy
Discount Card
Program



Sections



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Countywide Pharmacy Discount Card Program

Recommendations:

- 1) That the Board approve and authorize the Chair to execute a marketing plan and agreement, as required by Chapter 26 of the Santa Barbara County Code, Sec 26-132 and County Ordinance No. 4202 § 1, authorizing the use of the County's seal and name, in implementing a Pharmacy Discount Card Program, which would be available to all Santa Barbara County residents and employees of the County of Santa Barbara.
- 2) That the Board direct staff to work with the Public Information Officer to promote the Pharmacy Discount Card Program to County residents and County employees.



Background

- In 2008 the County was approached by Financial Marketing Concepts, Inc. (FMC) to enter into a partnership to offer a Pharmacy Discount Card Program to County residents and employees
- In May 2009 Purchasing issued a Request for Quote (RFQ) for a Pharmacy Discount Card Program. Three vendors responded:
 - FMC/Coast-to-Coast Rx Card
 - CVS/Caremark Card
 - ApotheCard/PS Card



Pharmacy Discount Card Program



Background

- Based on a review of the RFQ bids, staff recommends FMC as the most attractive option for the County because of their:
 - High percentage savings and lowest cost among the top 100 most prescribed brand name and generic drugs;
 - Strong administrative and implementation support;
 - Experience dealing with public entities;
 - Strong liability insurance; and
 - Attractive royalty payment schedule



How does the Program Work?

- The Program gives free access to discounted prescription drug purchases to all County residents as well as County employees
- Everyone qualifies for the discount card, it never expires, and there are no usage restrictions
- The card is accepted at over 58,000 local, regional, and national pharmacies (chains and independent) with over 60,000 prescription drugs in the formulary
- Card users will save between 13% and 65% on most medications (the 2008 average was 38% for both brand name and generic prescriptions)



How does the Program Work?

- The card is not medical insurance and is not intended to replace insurance
- The card will be helpful to those who:
 - Are uninsured
 - Have a high-deductible health plan
 - Use health savings accounts
 - Have a certain level of Medicare Part D coverage without supplemental coverage



How does the Program Work?

- **The card is easy to obtain** – pick it up at a local pharmacy or print it from the website at <http://www.coast2coastrx.com/SantaBarbaraca>
- **The County will make cards available to employees and citizens as well**
- **The County can also provide FMC with other locations to furnish cards**
- **Staff will work with the Public Health Director to gain the support of the local medical association**



FMC Services...

- **Produces and distributes cards at no cost to the County or card users**
- **Charges no “sign-on” costs to participating pharmacies (pharmacies pay a dispensing fee when customers use the card to purchase medications)**
- **Provides cards to pharmacies who wish to directly distribute cards to their customers**
- **Provides pharmacies with a toll-free number to call when they have questions**
- **Provides claims processing instructions to pharmacies to ensure the County is credited for purchases made with the County’s card**

Pharmacy Discount Card Program



Participating Pharmacies

Some of the pharmacies already in FMC's network:

CVS/pharmacy

WAL*MART | Pharmacy

TARGET
PHARMACY

Rx | **kmart**
pharmacy

SAFEGWAY



RITE
AID

The Medicine
Shoppe

VONS
Ingredients for life..

Savon drugs.



OscoDrug

Longs Drugs

Ralphs



PAVILIONS

Pharmacy Discount Card Program



FMC also creates a customized website for Santa Barbara County that allows users to:

- **Print a card**
- **Locate pharmacies**
- **Check prescription pricing at pharmacies**
- **Obtain program information**

Santa Barbara County, CA Coast2Coast Rx Card™

Your prescription savings solution!

[Santa Barbara County, CA Card](#)

[Prescription Card](#)

[Pharmacy Locator](#)

[Drug Pricing](#)

[Print Free Card](#)

[FAQs](#)

Santa Barbara County, CA

Welcome to the Coast2Coast Rx Card! Your entire family will truly enjoy the savings up to 65% for each prescription filled and overall savings of up to 40% annually. Please take the time to familiarize yourself with all of the benefits of the discount prescription card.

Santa Barbara County is now offering its residents a free discount prescription card to help lower their cost of obtaining prescription drugs. While the card is generally for people without health insurance, the card in many cases has better pricing than what people with health insurance are paying for their prescriptions. So it's good for everyone to compare pricing even if they have insurance.

With the Santa Barbara County free discount prescription card you will save up to 65% on individual brand-name and generic drugs.



Pharmacy Discount Card Program



- **FMC's Program has already been successfully implemented in:**
 - **Amador and Ventura counties, California**
 - **Collier, Hardee, Highlands, Dixie, Sarasota, Charlotte, and Baker counties, Florida**
 - **Rock Island County, Illinois**
 - **York, Snyder, and Susquehanna counties, Pennsylvania**
- **In addition, FMC is currently the proposed vendor in the following California counties:**

! Alameda	Contra Costa	Orange
Sacramento	! San Benito	San Joaquin
Stanislaus	Yolo	

Pharmacy Discount Card Program



Financial Impact

- The County bears no cost - FMC pays for all expenses including, printing, shipping, distribution, administration, and restocking of cards
- Generates revenue, in the form of a royalty, for the County each time prescription drugs are purchased using the discount card at a participating pharmacy
- The royalty payment does not increase prescription costs for users – royalty is paid by FMC from the customary dispensing fees charged to participating pharmacies



Financial Impact

- **FMC will pay the County royalties when the County's card is used to purchase prescriptions at any participating pharmacy in FMC's network :**
 - **50¢ for the first 8,000 prescriptions per month**
 - **65¢ for 8,000 to 16,000 prescriptions**
 - **75¢ for every prescription over 16,000 per month**
- **The County of Ventura recently implemented FMC's Program:**
 - **Over 6,000 cards distributed in the first month**
 - **Approximately \$3,000 in royalties**

Pharmacy Discount Card Program



Conclusion

- Implementing a free Pharmacy Discount Card Program is good for the County of Santa Barbara, its residents, and its employees
- The Pharmacy Discount Card Program will give many in the community the opportunity to purchase much-needed prescriptions at a reduced cost
- The Program will also generate some revenue for the County whenever the card is used to purchase prescriptions at participating pharmacies



Countywide Pharmacy Discount Card Program

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