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Subject: Prescription Discount Cards Still Proving Helpful to Broward Residents



News Release

Prescription Discount Cards Still Proving Helpful to Broward Residents

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Broward County residents who used Prescription Drug Discount Cards offered by the County's Community Partnerships Division saved nearly \$600,000 over the retail cost of prescription medications in 2010. The card was used by an average of nearly 1,400 Broward County residents each month and presented more than 16,000 times (based on multiple prescription orders).



NACo Prescription Discount Card

In partnership with the National Association of Counties (NACo), Broward County Human Services Department launched the free discount card program in May 2007 to help consumers cope with the high price of prescription drugs.

The cards may be used by all County residents, regardless of age, income or existing health coverage, at any of the more than 60,000 participating retail pharmacies, including most large chain pharmacies and many independent pharmacies. Cardholders can also save on pet prescriptions that are used to treat similar human conditions, at participating retail pharmacies.

Since its inception in 2004, on a national level, NACo reports that consumers have saved more than \$355 million with the card. At least 1,370 counties in all 50 states, the District of Columbia and U.S. Territories are making the free money-saving cards available to residents. The national average savings per prescription filled is 24 percent.

Cards are free and can be picked up at many Broward County government facilities, including parks, libraries, transit facilities, the downtown Governmental Center and the County's four Family Success Centers. For more information, residents can call toll free 1-877-321-2652 or Broward County Health Care Services at **954-357-5385**.