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In First Year, BadgerRx Gold Helps More Than 7,300 People Afford their Prescriptions

More Than 75,000 Prescriptions Were Filled

MADISON, Wis., April 3, 2006 – Governor Jim Doyle, along with Allan Zimmerman, president and CEO of Madison-based Navitus Health Solutions LLC, today celebrated the one-year anniversary of the BadgerRx Gold program, a prescription drug program that keeps prescription drugs accessible and affordable for Wisconsin residents.

During its first year, more than 7,300 uninsured and underinsured Wisconsin residents enrolled in the BadgerRx Gold program, and more than 75,000 prescriptions were filled at an average savings of 25 to 30 percent per prescription.

“BadgerRx Gold represents a huge step forward in providing affordable prescription drugs for the people of Wisconsin,” Governor Doyle said. “At a time when health care costs are pricing even middle-class families out of care, BadgerRx Gold helps uninsured or underinsured people receive the same type of prescription drug coverage as state employees.”

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BadgerRx Gold is based on a prescription drug plan administered by Navitus, for state employees that saved the state \$30 million in its first year alone. The program is an expansion of a public-private partnership Governor Doyle established in 2003 between the State Group Insurance Board and Navitus Health Solutions. BadgerRx Gold builds on the state's purchasing power to reduce prescription drug prices. The program passes the combined savings of pharmacy discounts and drug manufacturers rebates on covered medications to program members at the point-of-purchase through local participating pharmacies.

Wisconsin residents can register or re-enroll for the BadgerRx Gold program online at www.badgerxgold.com or by calling the program's toll-free number: 866-809-9382. The annual enrollment fee is \$25 per person or \$75 for a family of four or more. To enjoy the benefits of the program, members simply present their BadgerRx Gold ID cards at the more than 700 participating pharmacies statewide.

"While the cost of prescription drugs continues to rise, BadgerRx Gold ensures that Wisconsin residents have access to the most effective prescription drugs at more affordable prices," Zimmerman said. "There has been immense support from the more than 700 participating pharmacies and we hope people will continue to register in this program."

BadgerRx Gold is another example of Governor Doyle's work to ensure that all Wisconsin residents have access to affordable, quality health care. Despite facing significant budget deficits, Governor Doyle maintained Wisconsin's bedrock commitment to SeniorCare, BadgerCare and Medical Assistance – protecting eligibility and benefits for both SeniorCare and BadgerCare.

Navitus Health Solutions LLC is a health management company that specializes in pharmacy benefit administration services. The company's services include benefit design and consulting, formulary management, pharmacy network management and clinical programs. With offices in Madison and Appleton, the company provides its services to more than 228,000 state employees, retirees and their dependents, as well as more than 240,000 individuals outside of the state

employee group including managed care organizations, self-insured employers, coalitions and union organizations. For more information about Navitus Health Solutions, visit www.navitus.com.