

THIS WEEK! (MILWAUKEE)

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HEALTH

BadgerRx Gold helps provide affordable prescription drugs

A new prescription drug program will help keep prescription drugs accessible and affordable for Wisconsin residents.

The program, BadgerRx Gold, offers lower costs on many carefully selected medications that are monitored for safety and effectiveness by a team of Wisconsin physicians and pharmacists. BadgerRx Gold builds on the state's purchasing power to reduce prescription drug prices.

Participating pharmacies provide discounts, and drug manufacturers offer rebates on covered medications. BadgerRx Gold passes the combined savings to members at local participating pharmacies. More than 700 of about 885 Wisconsin pharmacies participate in the program.

In many cases, BadgerRx Gold will take state residents from a higher-cost medication to a lower-cost medication that doctors have found to be just as

safe and effective.

According to recent research reports, about 300,000 Wisconsin residents do not have health insurance, and more than 1.1 million do not have prescription drug coverage.

BadgerRx Gold is based on a prescription drug plan for state employees that saved the state \$25 million in its first year. The program is an expansion of a public-private partnership that the state established in 2003 between the State Group Insurance Board and Navitus Health Solutions.

Navitus Health Solutions 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 residents outside of the state employee group. For information about Navitus, visit www.navitus.com.

Wisconsin residents can enroll in BadgerRx Gold online at [\[gerrxgold.com\]\(http://gerrxgold.com\) or by calling the program's toll-free number, \(866\) 809-9382.](http://www.bad-</p></div><div data-bbox=)

The annual enrollment fee is \$25 or \$75 for a family of four or more. Residents save \$5 if they enroll online. To enjoy the benefits of the program, members simply present their BadgerRx Gold ID cards at participating pharmacies statewide.