

RIO SHOPPER

RIO, WI  
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## YOUR HEALTH

Prescription Drugs

### Accessible, Affordable In Wisconsin

(NAPS)—A new program to help keep prescription drugs accessible and affordable for Wisconsin residents.

Launched by Governor Jim Doyle and Madison, Wisconsin-based Navitus Health Solutions, LLC, the program, called 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.

The program builds on the state's purchasing power to reduce prescription drug prices. Participating pharmacies provide discounts and drug manufacturers offer rebates on covered medications. The combined savings go to members at their pharmacies.

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

"BadgerRx Gold is one of the most innovative programs in the United States when it comes to helping the uninsured and underinsured gain access to affordable prescription drugs," Governor Doyle said. "It's based on the highly successful plan we put in place with Navitus for state employees. This is not another drug discount card. It's about getting Wisconsin's physicians to recommend the most effective prescription drugs—not simply the cheapest."

It's easy and inexpensive to enroll. Wisconsin residents can do so online at [www.badgerrxgold.com](http://www.badgerrxgold.com) or by call-



**Governor Jim Doyle launches a new Prescription Drug Program called BadgerRx Gold at a ShopKo in Appleton, Wisconsin.**

ing (866) 809-9382. The annual enrollment fee is \$25 per person or \$75 for a family of four or more. Residents save \$5 if they enroll online. To benefit from the program, members present their BadgerRx Gold ID cards at participating pharmacies.

Approximately 300,000 Wisconsin residents don't have health insurance. In addition, more than 1.1 million residents who have health insurance don't have prescription drug coverage.

The program is one more example of the governor's work to ensure that all Wisconsin residents have access to affordable, quality health care. Despite significant deficits, he maintained Wisconsin's bedrock commitment to SeniorCare, BadgerCare and Medical Assistance. In addition, Governor Doyle is a national leader in calling for the federal government to fully fund Medicaid and in the fight for lower-price prescription drugs from Canada.

Navitus Health Solutions is a health management company that specializes in pharmacy benefit management administration services.