



Thursday, May 5, 2005

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MEDIA ADVISORY

Governor Doyle to Highlight New Option for Lower Priced Prescription Drugs

Thousands of Citizens Have Signed Up in the First Month of BadgerRx Gold

Governor Jim Doyle will highlight Badger Rx Gold and detail the program's success in its first month at 12:30 p.m. on Friday, May 6, 2005 at ShopKo Pharmacy in Chippewa Falls.

Badger Rx Gold is a new prescription drug program that takes advantage of the state's buying power to offer discounts on prescription drugs for Wisconsin citizens who lack prescription drug coverage. The program also helps consumers save money by recommending lower price alternative prescriptions that doctors have found to be safe and effective. The program opened to individuals on March 31, 2005.

Badger Rx 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 Governor Doyle established in 2003 between the State Group Insurance Board and Navitus Health Solutions.

Governor Doyle will be joined by Allan Zimmerman, president and CEO of Wisconsin-based Navitus Health Solutions LLC.

WHERE: **ShopKo Pharmacy
2677 State Highway 53
Chippewa Falls**

WHEN: **Friday, May 6, 2005
12:30 p.m.**

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