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Governor Highlights Success of BadgerRx Gold

In First Month, More Than 4,150 Individuals Have Signed Up

CHIPPEWA FALLS – Governor Jim Doyle announced today that in its first month, 4,156 citizens have signed up for BadgerRx Gold, a program that offers individuals lower prices on carefully selected medications that are monitored for safety and effectiveness by a team of Wisconsin doctors and pharmacists.

The Governor said that 2,207 prescriptions have been filled and citizens have seen an average savings of 22.5 percent.

“This is great news – exceeding all our expectations and highlighting the real need for affordable prescription drugs,” Governor Doyle said. “But BadgerRx Gold isn’t simply about more affordable medications. It’s about providing our citizens with another option.”

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

Participating pharmacies provide discounts, and drug manufacturers offer rebates on covered medications. BadgerRx Gold passes the combined savings to members at the point-of-purchase: local participating pharmacies. More than 700 of the approximately 885 Wisconsin pharmacies are participating in the program. In addition, in many cases BadgerRx Gold will take citizens from a higher cost medication to a lower cost medication that doctors have found to be just as safe and effective.

“By participating in this program, the more than one million Wisconsin citizens without prescription drug coverage don’t have to go on the Internet, or worry whether the Bush Administration will disrupt their shipments from Canada,” Governor Doyle said.

It is easy and inexpensive for Wisconsin citizens to enroll in BadgerRx Gold. Citizens can do so online at www.badgerrxgold.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. Citizens 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.

According to recent research reports, approximately 300,000 Wisconsin citizens don’t have health insurance and more than 1.1 million citizens don’t have prescription drug coverage. BadgerRx Gold is another example of Governor Doyle’s work to ensure that all Wisconsin citizens have access to affordable, quality health care. Despite facing significant deficits, Governor Doyle maintained Wisconsin’s bedrock commitment to SeniorCare, BadgerCare and Medical Assistance – protecting eligibility and benefits for both SeniorCare and BadgerCare.