



**NAVITUS**<sup>TM</sup>  
HEALTH SOLUTIONS

HEADQUARTERS  
999 Fourier Drive, Suite 301  
Madison, WI 53717  
tel (toll-free) 877.571.7500  
tel (main) 608.827.7500  
fax 608.827.7527

5 Innovation Court  
Appleton, WI 54914  
tel (toll-free) 866.333.2757  
tel (main) 920.225.7010  
fax 920.225.7002

[www.navitus.com](http://www.navitus.com)

## **FOR IMMEDIATE RELEASE**

CONTACTS: Andi Fuentes or David Schull  
Thorp & Company  
Cellular: (703) 587-1151  
Office: (305) 446-2700  
[afuentes@thorpc.com](mailto:afuentes@thorpc.com)  
[dschull@thorpc.com](mailto:dschull@thorpc.com)

Ethnie Groves  
Governor's Office  
(608) 261-2156  
[ethnie.groves@gov.state.wi.us](mailto:ethnie.groves@gov.state.wi.us)

### **Gov. Jim Doyle, Navitus Health Solutions' Allan Zimmerman Launch Prescription Drug Program for Wisconsin Residents**

#### **BadgerRx Gold<sup>TM</sup> Offers Lower Costs on Many Carefully Selected Medications Monitored for Safety, Effectiveness by Team of Physicians, Pharmacists**

MADISON, Wis., March 31, 2005 – Gov. Jim Doyle and Allan Zimmerman, president and CEO of Madison-based Navitus Health Solutions LLC, today launched a prescription drug program that 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 the point-of-purchase: local participating pharmacies.

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

-more-

## **Gov. Doyle, Navitus' President Launch BadgerRx Gold 2-2-2**

“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,” Gov. 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 is easy and inexpensive for Wisconsin residents to enroll in BadgerRx Gold. Residents can do so online at [www.badgerxgold.com](http://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. 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.

“BadgerRx Gold is Wisconsin’s answer to the high cost of prescription drugs,” Zimmerman said. “As a pharmacist and managed care executive, I know the challenges that exist for ensuring access to the most effective prescription drugs at prices that people can afford. Our program addresses this with the concerns of Wisconsin’s residents first and foremost in mind and aims for convenience for our members. At this time, more than 700 pharmacies in Wisconsin are participating in the program.”

According to recent research reports, approximately 300,000 Wisconsin residents don’t have health insurance and more than 1.1 million residents don’t have prescription drug coverage.

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

-more-

### **Gov. Doyle, Navitus' President Launch BadgerRx Gold 3-3-3**

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. For more information about Navitus Health Solutions, visit [www.navitus.com](http://www.navitus.com).