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# State prescription drug plan proves popular with citizens

Governor Jim Doyle announced last week that 1,014 Wisconsin citizens signed up for BadgerRx Gold in the first three days of operation. BadgerRx Gold opened to individuals on March 31.

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. 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.

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.

"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.

"The high number of citizens who have already enrolled in BadgerRx Gold shows that there is a real need for affordable, quality prescription drugs in Wisconsin and across the nation," Governor Doyle said. "I'm pleased that by working with a Wisconsin company called Navitus, we were able to offer our citizens another option. Because nearly 80 percent of Wisconsin pharmacies are participating in the program, citizens

are able to walk to their corner drugstore and receive their needed medications."

With BadgerRx Gold, the state is getting Wisconsin's best doctors to recommend the safest and most effective prescription drugs, and then negotiating the best prices. More than 700 of the approximately 885 Wisconsin pharmacies are participating in the program.

"BadgerRx Gold customers can save as much as 25 to 40 percent compared to retail pharmacy prices," Governor Doyle said. "But that's not the only way that this program can help Wisconsin citizens save money. In many instances, 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."

According to recent research reports, about 300,000 Wisconsin citizens don't have health insurance and more than 1.1 million citizens don't have prescription drug coverage.

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.

It is easy and inexpensive for Wisconsin citizens to enroll in BadgerRx Gold. Citizens can do so online at [www.badgerRxgold.com](http://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.