

PRESCOTT JOURNAL

PRESCOTT, WI
WEEKLY 5,200
APR 14 2005

More than 1,000 sign up for BadgerRx Gold

Gov. Jim Doyle announced April 6 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.



Doyle

"The higher 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, 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."

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

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," 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.

BadgerRX Gold is another example of Doyle's work to ensure that all Wisconsin citizens have access to affordable, quality health care. Despite facing significant deficits, 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 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.