

STAR-TIMES

MAUSTON, WI

SATURDAY 3,063

APR 23 2005

### **State launches BadgerRx Gold prescription program**

Gov. Jim Doyle and Allan Zimmerman, president and CEO of Madison-based Navitus Health Solutions LLC, recently launched a prescription drug program that will help keep prescription drugs accessible and affordable for Wisconsin residents.

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.

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.

Wisconsin residents can enroll in BadgerRx Gold online at [www.badgerrxgold.com](http://www.badgerrxgold.com) or by calling toll-free, (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.