
North Carolina Rx Card Program Overview and Fact Sheet

For North Carolina League of Municipalities members and their communities

Prescriptions are the fastest-rising component of health care spending, so the North Carolina League of Municipalities partnered with United Networks of America (UNA) and Restat to offer a program that benefits cities and their citizens. The card provides prescription discounts with no strings attached. It's useful for people who are uninsured or underinsured and can assist most anyone with prescriptions not covered on other benefit plans.

UNA and Restat are two of the nation's leading benefits providers. The Rx Card program is helping thousands of people across the country with associations including the Kentucky League of Cities, Indiana Association of Cities and Towns, Blue Cross Blue Shield of South Carolina, American Farm Bureau, Inc., and the Maryland State Medical Society. Now the League is bringing it to North Carolina!

The North Carolina Rx Card program is provided to members at no cost.

Municipalities can position the Rx Card as a resource for all citizens who can simply present the card at their pharmacy. There are no strings attached -- no paperwork, no fees, and it's totally confidential. The value of this program is that it allows you to direct people to a service that costs your city nothing to implement.

It's also a good perk for your own city employees whose prescriptions may not be 100 percent covered by current benefits.

Beyond prescriptions, the North Carolina Rx Card program also offers discounts on other types of services including eyeglasses, LASIK surgery, hearing plans, dental plans, diabetic supplies and even teeth whitening.

While we all want to improve the overall health of our communities, this program is an easy-to-use tool to help many afford the medications they need.

*****The League can provide customized materials*** to you and help you brainstorm on how to best launch and leverage the program in your city. To get started, call Melissa Smith at (800) 228-0986.

Benefits to your city

- Offers citizens something everyone can use
- No follow-up after distribution
- Assists at-risk and general populations providing a safety net and cost savings for anyone who fills prescriptions
- Opportunities to collaborate with social service organizations, schools, healthcare and other important partners to create healthier communities including speaking opportunities about the program (Rotary, Kiwanis, etc.)
- Lends good will and media opportunities sending the message that citizens benefit without individual or taxpayer costs; city "in touch" with needs
- Cards and materials can be customized for your city and accessed via city website
- Materials are available in Spanish

Useful statistics

- Extensive network of participating pharmacies - 56,000 locations nationwide from locally owned pharmacies to large national chains
- In 2011, the average savings was 32% off retail for brand and generic drug prescriptions using Rx card.
- A survey found that in North Carolina, about 1.58 million people were uninsured in 2012. (NC Health News)
- Nearly 15% of North Carolinians are more likely to be diagnosed with diabetes.
- Nearly 1,411,865 children are receiving Medicaid or CHIP benefits. 17.9% of North Carolina families live below the poverty level.
- 14% of North Carolina seniors are at risk of hunger and 27.7% of elderly clients receiving food assistance choose between food and medical care.

Cities can also obtain similar local statistics from their health departments.

Suggested distribution sites and events:

Pharmacies/hospitals/clinics	Hispanic/Migrant services
Church functions	Housing authority
City hall and other public buildings	Kiwanis
Colleges and universities	Nonprofits/United Way agencies
Community festivals and fairs	Parks and Recreation events
County Courthouse	Physician offices/Urgent Care Centers
Churches/missions/outreach centers	Rotary
Day cares	Schools- boards/resource centers
Employment centers/ Employment agencies	School functions
Extension Office	Senior citizen centers
Health department	Social services providers
Health fairs	Social Security/disability office
	Unemployment office
	YMCA