

PHARMACY CARE ALLIANCE

Your Discount Card for Health and Savings

Prescription Discount Card

RxBIN	999999
RxPCN	ABC1234567
RxGrp	ABC123456789
Issuer	12345678901
ID	JOHN Q PUBLIC
Name	



This is not a Medicare insurance card

Pre-May 3 Outreach

New Medicare Prescription Benefits Are Coming. Learn More!



Top 10 Facts about New Medicare Benefits

- 1. New law.** The Medicare Prescription Drug Improvement and Modernization Act of 2003 was passed by Congress in December 2003.
- 2. More benefits.** Now Medicare will offer more choices in health care coverage and prescription drug benefits.
- 3. New prescription drug coverage.** Full Medicare prescription drug coverage starts in 2006. Once available, you can enroll through 2006 to receive a Medicare-approved drug discount card and save approximately 10-25 percent on your medicines.
- 4. Savings start soon.** Medicare-approved drug discount cards will be available for enrollment beginning in May 2004. You can start saving in June.
- 5. Your pharmacy staff can tell you more.** They can tell you about the discount cards and how to apply.
- 6. Medicare approved.** Medicare will endorse a number of "official" Medicare discount cards. You may only apply for one.
- 7. Financial assistance.** Medicare also offers financial assistance for singles with incomes below \$12,569 or for married couples with incomes below \$16,862. You can ask your pharmacy for more information about the Medicare credit of up to \$600.
- 8. Additional health benefits.** There are also new preventative benefits available for people with Medicare, such as blood screening tests and a one-time initial wellness physical exam within six months of the day you enroll in Medicare Part B.
- 9. Medicare Advantage.** Also in 2004, Medicare+Choice plans are now called Medicare Advantage. Medicare Advantage rules and payments have been improved to give you more health plan choices and better benefits. Call Medicare to find out more.
- 10. Ways to save.** You can now set aside money each year, tax free, in Health Savings Accounts. These accounts can be used to help pay for medical expenses and unused money will earn interest tax-free, just like an Individual Retirement Account (IRA).

PHARMACY CARE ALLIANCE

Find out more. You can contact Medicare for more information about the upcoming new benefits and the Medicare-approved discount cards. Simply call **1-800-MEDICARE (1-800-633-4227)** or visit www.medicare.gov. TTY users should call 1-877-486-2048.

PHARMACY CARE ALLIANCE
Your Discount Card for Health and Savings

Educating the Educators— The Practice Memo



It's discount card season... Beginning May 3, pharmacists will play a key role helping patients understand their options

Medicare-approved discount cards

Starting next month (May 3), Medicare beneficiaries who use their Medicaid drug coverage may begin applying for the new Medicare-approved discount card program. At this time, they will have 30 days to select one of the Medicare and Medicaid-approved cards, such as one from the Medicare and Medicaid-approved card issuer, or a private Medicare-approved card issuer. The program will allow Medicare and Medicaid beneficiaries to receive a prescription drug discount card that will help them pay less for their prescriptions.

The special issue of *The Practice Memo* will provide key facts that a practicing pharmacist needs to know about Medicare-approved discount cards, with a focus on card issuers and the Pharmacy Care Alliance (PCA) card, owned by pharmacists who understand the value patients receive from their **pharmacist** as their **community pharmacist** (see page 16) as an overview of the PCA card.

May will be a busy month

Patients may begin using their Medicare-approved discount cards beginning **May 3, 2004**. Pharmacists will discuss card options before **May 31**. Card issuers will likely advertise heavily the beginning of May, so pharmacists are likely to receive a lot of questions.

It is estimated that 10 to 12 million Medicare and Medicaid eligible patients will qualify for the Medicare-approved discount card. **May 31** is the last month to receive patient responsibility information in discount card programs. Medicare and Medicaid beneficiaries will be able to use their discount cards starting **May 3, 2004**.

Here's what you'll need to know to help answer patient questions:

PRODUCED AND DISTRIBUTED BY THE NACDS FOUNDATION

which runs from November 15 - December 31, 2004. The Centers for Medicare and Medicaid Services (CMS) states that the Medicare will save about 18% to 19% off the regular cash price of their prescriptions by using their discount cards, with new discounts up to 20% for new or rarely used medications.

No "double dipping"

Prescription drug discount cards do not receive patients who have been provided their best. Aside from their drug Medicare-approved card, patients may own and use as many drug Medicare-approved cards as they wish approved card by "Medicare-approved" on them. www.medicare.gov/medicare-approved-card

More help for low income beneficiaries

Approximately 4 to 6 million Medicare beneficiaries will get an even greater benefit than their Medicare-approved card. Persons who qualify for Medicaid and Medicare will be able to use up to an additional \$400 in 2005 towards their medication purchases.

PCA SmartCard

Keep up on Medicare Part D drug issues and Medicare-approved discount cards with the review weekly **SmartCard** subscription, *PCA SmartCard: Medicare and Medicaid Drug News*. To sign up go to www.pcaalliance.com.

Voluntary for pharmacists

Join a Medicare-approved discount card as a volunteer for patients, their families, or the community. In some states, individual pharmacists, both chain and independent, have been signing contracts and making business decisions about which discount cards they will and will not accept in their stores. When choosing a card, Medicare beneficiaries will need to know if the pharmacy of their choice participates with the card they are considering purchasing. The pharmacy may have a list of the Medicare-approved discount cards it will accept.

The Pharmacy Care Alliance prescription drug discount card

When community pharmacists think about their role in helping their patients save on their medications, discount cards along with the rest of the new Medicare reform legislation are becoming an integral part of the community pharmacy landscape... and may very well have a lasting impact on the future delivery of community pharmacy. About why...

Many discount cards "discount" the value of the community pharmacist

Many of the new Medicare-approved discount cards discount medication per prescription drug "blended" on the basis of the community pharmacist's strategy in recognizing Medicare without their medication or medication services.

Unlike many other Medicare discount cards, which focus on prescription medication primarily in a pharmacy, the Pharmacy Care Alliance card discounts all applications for the Medicare and Medicaid beneficiaries in making this program for the most benefits they can from their medication therapy.

A card designed to help your patients at your pharmacy

The Pharmacy Care Alliance (PCA) prescription drug discount card is an important initiative for all of community pharmacy. The PCA card is designed to provide access with complete discount with the help of your pharmacist. The PCA card is designed to provide access with complete discount with the help of your pharmacist. The PCA card is designed to provide access with complete discount with the help of your pharmacist.

For patients who wish to make the most of their PCA card, often this option, however, unlike many other discount cards, the PCA card **does not require** the patient to make a medication purchase with each transaction to be eligible for the discount.

CE on Medicare reform and prescription drug discount cards

Get a new CE program providing an overview of the Medicare Prescription Drug Improvement and Modernization Act of 2003 with a focus on the **Medicare Prescription Drug Discount Card**. This CE, approved by an international pharmacy association, provides practical information for pharmacists and managers.

THE PRACTICE MEMO, MID-APRIL 2004 - PAGE 3

Key points on the Pharmacy Care Alliance discount card

- The Pharmacy Care Alliance prescription drug discount card was specifically designed to help Medicare beneficiaries **participate in the program** with their community pharmacist.
- If their pharmacy participates in the 40 and 90-day program, Pharmacy Care Alliance antibodies may choose to opt-in to a 30-day supply of their medication, without needing to switch to a mail-order service.
- Patients will receive complete discounts with the PCA card, and all other from prescription drug manufacturers will be placed onto the medication.

For more information...

- After you obtain discount cards with patients, many may still need additional details and information. Here are some key resources to recommend to patients:
- Pharmacy Care Alliance toll-free number: 1-800-722-7015 (line on May 3)
- Pharmacy Care Alliance Web site: www.pcaalliance.com (line on May 3)
- Online information about Medicare-approved discount cards: 1-800-MEDICARE (1-800-634-6273).
- Online information about Medicare-approved discount cards: www.medicare.gov

The information is intended for pharmacist education only and should not be used for purposes of marketing any drug. Sponsored by a grant from the Pharmacy Care Alliance

Reference for information included in The Practice Memo are available by request: practitioner@pcaalliance.org

Enrollment in the Pharmacy Care Alliance prescription drug discount card program... minimizes impact on pharmacy workflow

Many pharmacists can't possibly help patients effectively with through 30 or more classes of Medicare-approved discount cards. But a likely card patient will ask pharmacist about advice on which card to choose. The Pharmacy Care Alliance card offers comprehensive discounts along with the visible service of the pharmacist.

PCA enrollment is easy

PCA enrollment has been designed to help keep pharmacy workflow smooth and uninterrupted. Pharmacists have options to how they choose to participate in enrollment.

- Some pharmacists will help patients enroll in the PCA program by discussing them to call 1-800-722-7015. Except for low income patients who qualify for the full card, enrollment can be done completely over the phone.
- Some pharmacists will have workflow issues establish a neighborhood office. Discount card pick-up is free, fill it out and mail it in in the store.
- Pharmacists have the option to join the PCA program as co-enrollers. The service they perform is consistent that may be paid for up to \$12 per enrollment from enrollment.
- In busy store operations, pharmacist, employer, pharmacist are encouraged to check their own management or employee enrollment or pharmacist other pharmacist and participate in the PCA prescription drug and program enrollment.



Who is the Pharmacy Care Alliance?

In 2002, NACDS formed the Pharmacy Care Alliance to work together to create a new program to help Medicare and Medicaid beneficiaries. NACDS and Empire Scripts, Inc., one of the nation's largest pharmacy benefit management firms, joined to form the Pharmacy Care Alliance. NACDS and Empire Scripts provided expertise to create the Pharmacy Care Alliance prescription drug discount card to help Medicare beneficiaries get the most of the new Medicare legislation authorizing discounts on Medicare eligible patients.

THE PRACTICE MEMO, MID-APRIL 2004 - 51

Medicare beneficiaries will have 30 national and other regional Medicare-approved discount cards from which to choose. Pharmacists can recommend the Pharmacy Care Alliance card with confidence.



The Pharmacy Care Alliance discount card allows patients a choice of receiving a 30-day supply of medication... without having to switch to a mail-order service.



Post-May 3 Promotional Material

PHARMACY CARE ALLIANCE
Your Discount Card for Health and Savings

Prescription Discount Card

999999
ABC1234567
ABC123456789
12345678901
JOHN Q PUBLIC
ID

This is not a Medicare insurance card

**Save up to 40%*
on prescription drugs.
Your pharmacist can tell you how.**

The Pharmacy Care Alliance Drug Discount Card can help you save as much as 40%* on your medicines. It's approved by Medicare, and you can enroll right at a neighborhood network pharmacy.

SAVE UP TO 40%* ON GENERIC DRUGS • SAVE UP TO 20%* ON BRAND-NAME DRUGS • MEDICARE APPROVED

1-800-PCA-7015 TTY: 1-866-725-8256
Medicare Approval: 1-800-486-8256 • 1-800-486-8256 • 1-800-486-8256

PHARMACY CARE ALLIANCE
Your Discount Card for Health and Savings

MEDICARE
APPROVED

This is not a Medicare health plan. The Pharmacy Care Alliance card is not intended to replace any governmentally provided coverage through Medicare, Medicaid, or any other health plan or insurance policy. *Savings apply to drug. Coverage by Pharmacy Care Alliance is limited to 1 year prescription drug benefit and the discount price. This information is approved by the Centers for Medicare and Medicaid Services, 1-1-14.

© 2014 Pharmacy Care Alliance, Inc. 1407

PHARMACY CARE ALLIANCE
Your Discount Card for Health and Savings

Prescription Discount Card

999999
ABC1234567
ABC123456789
12345678901
JOHN Q PUBLIC
ID

This is not a Medicare insurance card

If pharmacists could prescribe a discount card, this would be it.

The Pharmacy Care Alliance discount card can help you save as much as 40 percent* on your medicines. It's approved by Medicare, and you can enroll right at a neighborhood network pharmacy.

If you're a Medicare beneficiary, there's a new way to save money on your medicines — right at a neighborhood network pharmacy you trust — the Pharmacy Care Alliance discount card.

When you use your Pharmacy Care Alliance discount card at any network pharmacy nationwide, you'll save as much as 40 percent* on your medicines. Go to a neighborhood network pharmacy and ask how you can start saving money!

TO ENROLL AND START SAVING:

Go to a Local Network Pharmacy and ask your pharmacist for an enrollment form.

Or log on to www.PCAcard.com for an online enrollment form.

Or call 1-800-PCA-7015 TTY: 1-866-725-8256 To speak with a Representative 24 hours a day, 7 days a week.

Medicare Approval: 1-800-486-8256
1-800-486-8256
1-800-486-8256
1-800-486-8256

PHARMACY CARE ALLIANCE
Your Discount Card for Health and Savings

MEDICARE
APPROVED

This is not a Medicare health plan. The Pharmacy Care Alliance card is not intended to replace any governmentally provided coverage through Medicare, Medicaid, or any other health plan or insurance policy. *Savings apply to drug. Coverage by Pharmacy Care Alliance is limited to 1 year prescription drug benefit and the discount price. This information is approved by the Centers for Medicare and Medicaid Services, 1-1-14.

© 2014 Pharmacy Care Alliance, Inc. 1407

PHARMACY CARE ALLIANCE
Your Discount Card for Health and Savings

MEDICARE
APPROVED

Start Saving On Your Medicines
Here's Your Discount Card Enrollment Information...

PHARMACY CARE ALLIANCE
Your Discount Card for Health and Savings

Prescription Discount Card

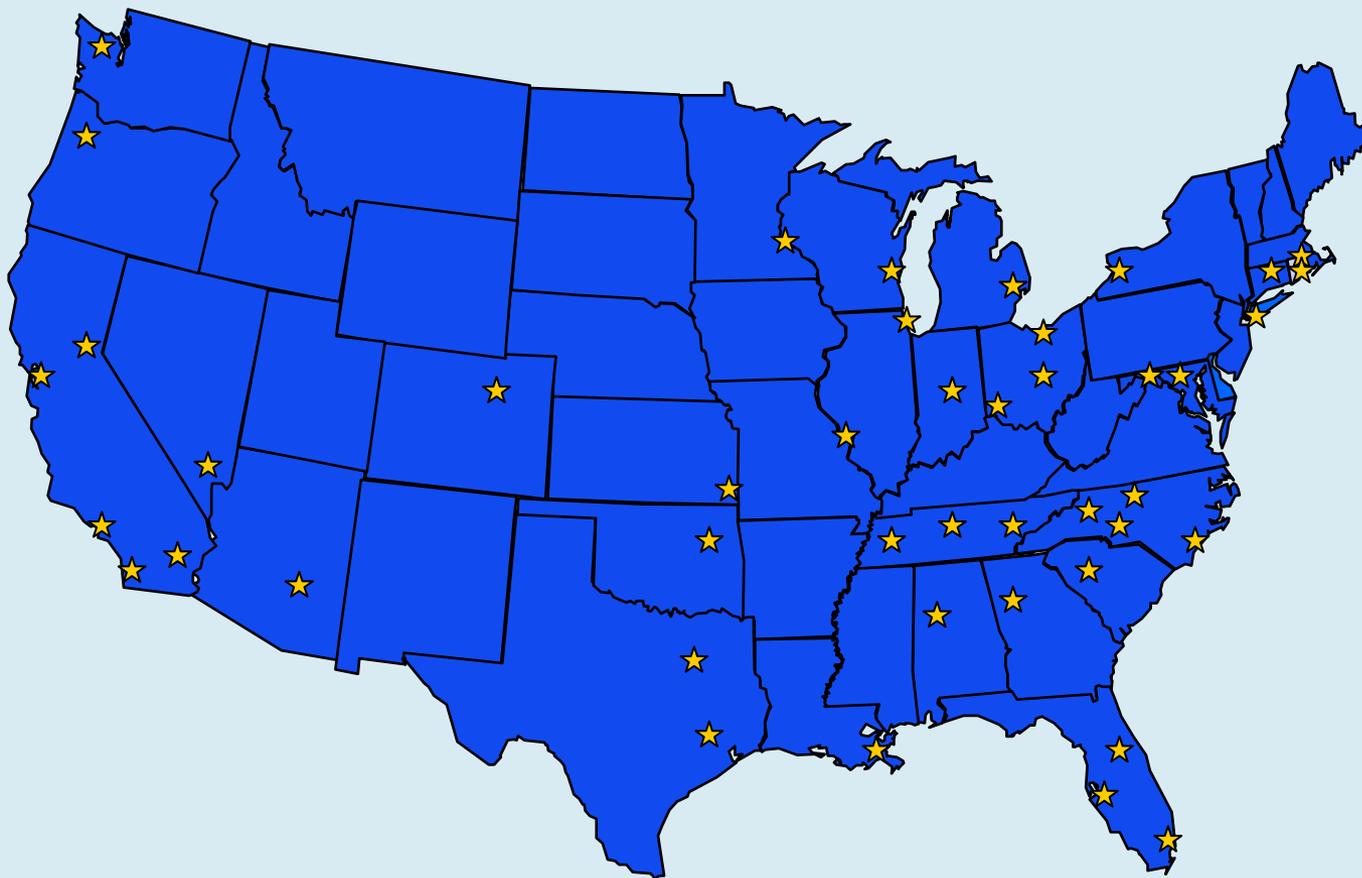
999999
ABC1234567
ABC123456789
12345678901
JOHN Q PUBLIC
ID

This is not a Medicare insurance card

PHARMACY CARE ALLIANCE
Your Discount Card for Health and Savings

The Pharmacy Care Alliance

- A national network of almost 43,000 community pharmacies
- Nearly 260 education and enrollment events in 44 markets nationwide



Real Savings

Medication	Current Price Paid (30 Day Supply)	Sample PCA Price (30 Day Supply)	Sample Together Rx Price (30 Day Supply)	Potential Monthly Savings with PCA and Together Rx Cards
Mother				
Accupril	\$77.09	\$38.47		\$38.62
Metoprolol	\$7.92	\$6.47		\$1.45
Nexium	\$130.20	\$109.62	\$91.14***	\$39.06
Triazolam	\$36.99	\$36.99*		\$0.00
Tylenol # 3	\$49.00	\$31.54		\$17.46
Verapamil	\$16.75	\$16.75**		\$0.00
Zyprexa	\$188.27	\$181.42		\$6.85
TOTALS	\$506.22	\$421.26		\$103.44
Step Father				
Coreg	\$207.62	\$99.77		\$107.85
Furosemide	\$9.95	\$5.42		\$4.53
Lisinopril	\$21.65	\$11.46		\$10.19
Prevacid	\$132.43	\$129.93	\$92.70***	\$39.73
Propafenone	\$136.95	\$109.14		\$27.81
Warfarin 1 mg	\$35.21	\$17.42		\$17.79
Warfarin 5 mg	\$18.60	\$13.89		\$4.71
TOTALS	\$562.41	\$387.03		\$212.61
Total Monthly Family Savings				\$316.05

Application Statistics

As of May 18, 2004

Application Source:

- 42% Mail
- 37% Fax
- 13% Web
- 8% Call Center

Card Information Source:

- 45% Pharmacy
- 13% Medicare sources
- 12% Television
- 9% Newspaper

A number of other sources below 5% are sited, ranging from family and friends to physicians and community groups.

Applications Received:

- 58% Regular Discount Cards
- 42% Transitional Assistance

Our PCA call center is actively engaged in counseling Medicare beneficiaries, with the average length of a counseling call running about six and a half minutes.

PHARMACY CARE ALLIANCE

Your Discount Card for Health and Savings

Prescription Discount Card

RxBIN 999999
RxCN ABC1234567
RxCN ABC123456789
Issuer ID 12345678901
Name JOHN Q PUBLIC



This is not a Medicare insurance card