



It's *all*
about
lifestyle!

Offer this FREE Program to your residents to help them save money on their prescriptions and manage their everyday life.

CVS
CAREMARK



National League of Cities



National League of Cities *Prescription Discount Card*

Overview

National League of Cities (NLC) has launched a FREE prescription discount card program for member cities to help residents cope with the high cost of prescription drugs. Now it is possible for your city to offer savings on prescription drugs to your residents who are without health insurance, a traditional pharmacy benefit plan, or have prescriptions not covered by insurance. The NLC Prescription Discount Card program is administered by CVS Caremark, an experienced prescription discount card provider who has administered these programs since 1992.

There is no cost to your city to sponsor the program in collaboration with NLC. CVS Caremark will produce and provide the city with personalized (with your city name and logo) prescription discount ID cards as well as other template marketing materials. There is no contract to sign. You will receive a letter and Exhibit A from NLC which does not require a signature.

Following the launch in your city, your residents will have access to the program which includes:

- Average savings of 20%
- Coverage for ALL family members
- No limit on how many times the card can be used
- No age requirements
- No income requirements
- No enrollment fees
- No membership fees
- Easy access, nine out of 10 pharmacies nationwide participate in the program

City Sponsorship

The NLC Prescription Discount Card program is a member service of the National League of Cities. Your city must be a member of NLC to sponsor the program and offer the discount card to your residents.

Program Launch

To launch the program successfully, maximize the program benefits and generate good will for your city requires city promotion and support of the program. As a member city of NLC, a dedicated implementation team will be assigned to assist the city with the program launch. To implement the program is approximately eight weeks from receipt of the completed form that is included in this brochure.

The program has been established to have a simple turn-key launch for the city, by utilizing the following steps to launch:

1. Promote the program to the local media outlets: print, television and radio. Take this opportunity to leverage existing media relationships with mutually approved communications. Template materials provided include:
 - a. Pre-launch press release
 - b. Launch press release
 - c. Public Service Announcement
2. Promote the program throughout various city venues and incorporate the program benefits in communication vehicles the city currently uses for outreach to the residents. Some ideas for these communications include, but are not limited to: bill stuffers, posters, flyers, and electronic communications. All communications must be reviewed and approved by NLC and CVS Caremark unless the city is using communications supplied by CVS Caremark.
3. Provide city wide ID card distribution points to distribute the ID cards that will be printed with the relevant City's name and logo. Stands will be provided to display the cards.
4. The city should provide a dedicated page on the city web site that includes a list of locations where prescription discount cards are available and a link to the co-branded web site **www.caremark.com/nlc**.

Web Support

The co-branded web site contains the program information and useful tools for city residents. Residents can use the web site as a resource to find a local participating pharmacy, look up a drug price, access health and wellness information and print a dynamic web card.

The web card is offered as an option for your residents to have easy access to the prescription discount card. The personalized web card is generated when the resident completes a simple form. City residents can print the card on their home computer and use the card immediately at a participating pharmacy.



Customer Care Support

Following the program launch your resident's have access to a dedicated toll-free number to contact CVS Caremark's award winning customer care. Service representatives are trained in handling customer interactions for the prescription discount card.

To obtain more information about the program, please contact Marc Shapiro at NLC (shapiro@nlc.org) or visit www.nlc.org; additional program information can also be obtained at www.caremark.com/nlc. Cities may also sign-up for the program by completing the form included in this brochure, or on NLC's website www.nlc.org.



This is not insurance. Discounts are only available at participating pharmacies. By using this card, participants agree to pay the entire prescription cost less any applicable discount. Savings may vary by drug and pharmacy.

CVS
CAREMARK



National League of Cities

