

NEWS

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SAN BERNARDINO COUNTY
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Board launches new prescription drug savings program

The San Bernardino County Board of Supervisors today approved a new prescription drug discount program for residents of San Bernardino County.

Residents can participate in the free program immediately by printing a card at www.coast2coastrx.com/sbc. When the program is in full-swing in four to five weeks, cards will be available at most local pharmacies, libraries and at many county facilities. Information on where to obtain cards will be available on the county's website at www.sbcounty.gov.

"With high healthcare costs, the prescription drug discount card will help ease some of the financial burdens individuals and families face when paying for their medication," said Board of Supervisors Chair Josie Gonzales.

In 2010, users of the Coast2Coast Rx card in other counties saved an average of 45 percent on the cost of their prescriptions. The card, which can also be used on pet medications and by people living outside of the county, may be used at all pharmacy chains and most independent pharmacies in San Bernardino County and covers more than 60,000 medications.

The 2009 California Health Interview Study estimated that 28.3 percent of adults and 7.5 percent of children in the County did not have health insurance. The Coast2Coast Rx card will allow all county residents, regardless of income, age, or health status to save on the cost of their medications.

"This is an innovative, privately-run program that will improve access to essential medicines and treatments for those who do not have health insurance," said First District Supervisor Brad Mitzelfelt. "At a time of continuing high unemployment, these cards will make a difference for those who need it most."

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Providing savings for residents through the program will come at no expense to the county. In fact, the operator of the program, Financial Marketing Concepts, will pay the county \$1.25 per prescription, which will not affect the price of prescriptions to patients. The county will use the revenue to help fund the Department of Public Health's Healthy Communities program.

There are no eligibility requirements, so the discount prescription card is expected to have a sizeable impact on uninsured residents and residents facing high insurance deductibles. If a particular drug isn't covered under a person's health plan, they can use the card to save on those prescriptions.

Besides the discount on prescriptions, the card also provides a discount of up to 50 percent on dental, vision, hearing and diabetes supplies and 50 percent to 80 percent discounts for lab and imaging tests, further helping residents save even more money on their healthcare costs.

Other California counties participating in the program include Alameda, Amador, Contra Costa, Fresno, Humboldt, Kings, Placer, San Benito, San Diego, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Cruz, Tulare, Ventura and Yolo. A number of other counties in the state are considering participation.

For more information about the program, please visit www.coast2coastrx.com, e-mail cs@coast2coastrx.com, or call toll-free 1-800-931-8872.