



For Kentucky League of Cities (KLC) members

Kentucky Rx Card Program Overview and Fact Sheet for Kentucky Cities

Prescriptions are the fastest-rising component of health care spending. Now KLC is able to help cities share a cost-saving resource with residents.

The Kentucky Rx Card provides prescription discounts with no strings attached. The card is useful for people who are uninsured or underinsured, and can also assist most anyone with prescriptions not covered on other benefit plans. While we all want to improve the overall health of our communities, this program is one easy-to-use tool to help many Kentuckians better afford the medications they need.

The Kentucky Rx Card program is helping people across the state, saving Kentucky residents \$20 million on prescription costs.

There are no strings attached- no paperwork, no fees and everyone is eligible. The value of this program is that it allows you to direct people to a program which costs your city nothing to implement. It's also a good perk for your own city employees whose prescriptions may not be covered by current benefits.

KLC can provide customized materials to you immediately, such as a template news release to send to your local media and PowerPoint presentations for use with community groups. We can also help you brainstorm on how best to launch and leverage the program in your city. To get started, use the materials provided or call Jeri McCullough at 800.876.4552 or jmccullough@klc.org.

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Benefits to Your City

- Offers citizens something everyone can use
- No follow-up after distribution
- Opportunities to collaborate with social service organizations, schools, healthcare and other important partners to create healthier communities
- Lends goodwill and provides speaking opportunities about program (Rotary, Kiwanis, etc.)
- Cards and materials can be customized for your city (samples attached) and accessed via city website - Materials are available in Spanish
- Media opportunity- citizens benefit without individual or taxpayer costs; city “in touch” with needs

Benefits to Your Citizens

- Cards provide a safety net for anyone who fills prescriptions
- Relieves some stress of prescription costs - particularly for underinsured
- Extensive network of participating pharmacies - 56,000 locations nationwide from locally-owned pharmacies to large national chains
- Average savings of 33% with savings as high as 75% off prescriptions using Rx card

Useful statistics

- Kentucky ranks 45 in overall health. (America’s Health Ranking)
- Thirty three percent (33%) of Kentuckians have been uninsured in the last twelve months. (Kentucky Health Issues Poll 2014)
- More than 32 counties have 25% of the population or more without insurance. (Ky Health Facts)
- Children - Nearly 500,000 children in Kentucky received Medicaid benefits in 2011. (KY Medicaid). Kentucky ranks 37th nationally for the number of children living in poverty (ky.gov).
- Families - 14.7% of Kentucky families live below the poverty level. (2012 Census)
- Elderly - 15.30 % of Kentucky seniors are at risk of hunger and 30% of elderly clients receiving food assistance choose between food and medical care/prescriptions. (Feeding America and Meals on Wheels)

- Kentucky ranks at the bottom for Health (ky.gov and America's Health Rankings):
 50 in smoking
 50 in cancer deaths
 49 in cardiac heart disease
 38 in diabetes
 41 in youth obesity
 42 in obesity

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

Suggested distribution sites and events:

Hospitals/ clinics

City hall and other public buildings

Colleges and universities

County Courthouse

Churches/ missions/outreach centers

Day cares

Employment centers/ Employment agencies

Extension Office

Health department

Hispanic/ Migrant services

Housing authority

Non-profits/ United Way agencies

Physician offices/ Urgent Care Centers

Schools- boards/ resource centers

Senior Citizens centers

Social services providers

Social Security/ disability office

Unemployment office

Health and Human Services distribution center

Church functions

Community festivals and fairs

Health fairs

Kiwanis

Parks & Recreation events

Rotary

School functions

YMCA