

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 it can 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 \$69 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 that 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 contact Jeri McCullough at 800.876.4552 or jmccullough@klc.org

For Kentucky League of Cities (KLC) Members

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 also 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

Kentucky Ranks at the Bottom for Health and Income (2015 America’s Health Rankings):

50th in cancer deaths
50th in preventable hospitalizations
49th in children in poverty
49th in heart attacks
49th in high cholesterol
49th in poor physical health days
49th in smoking
47th in heart disease
47th in poor mental health days
46th in high blood pressure
46th in high health status
46th in median household income
45th in stroke
45th in diabetes
44th in personal income, per capita
43rd in cardiovascular deaths
39th in obesity
33rd in income disparity

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Suggested distribution sites and events:

Hospitals/Clinics
Church functions
City hall and other public buildings
Community festivals and fairs
Colleges and universities
Health fairs
County courthouse
Kiwanis
Churches/missions/outreach centers
Parks and recreation events
Day cares
Rotary
Employment centers/agencies
School functions
Extension Office
YMCA
Health department
Hispanic/Migrant services
Housing authority
Nonprofits/United Way agencies
Physician offices/urgent care centers
School boards/resource centers
Senior citizen centers
Social services providers
Social Security/disability office
Unemployment office
Health and Human Services distribution center