

MedicationCard

The Medication Savings Card You Can Trust!

Advertising Guidelines

Advertising may include letters to doctors, organizations, and businesses; postings on public forums on the internet; and authorized emails to potential card users. Please, get permission to email someone first. **Anything else is spam, and spam reflects poorly on us as a company!**

It's important, for a number of reasons (some of which are legal), to insure that any statements made are in line with our overall marketing guidelines and are 100% accurate. Here are some general "talking points" or "bullet points" you can use when drafting communications to others about the Medication Card.

The following statement is **REQUIRED**, to be included with all communications, with anyone, when discussing the Medication Card(written or verbal):

"This is NOT insurance."

Here are some more **OK/Not OK** statements you **can/can't make**:

OK: Savings up to 85% on brand-name and generic drugs.

Not OK: Savings from 10-90%, depending on the medication.

OK: Use at 63,000 pharmacies nationwide.

Not OK: Use at (any other number than 58,000) pharmacies nationwide.

Some more things that are OK to state are:

- Works for pets prescriptions that can be filled at the regular pharmacy.
- No paperwork or forms to complete.
- No pre-existing condition exclusions.
- No residency requirements.
- No income limits or annual savings caps.
- No personal information needed to get a card.
- Never expires –use again and again.
- Share card with others nationwide, including AK, HI, Puerto Rico, and Guam.
- Card produces an average savings of 55%, but as much as 85% off regular Rx prices.
- Card produces savings, on average, 75% of the time when presented at the pharmacy.
- Card works in AK, HI, Puerto Rico, and Guam.
- Card doesn't provide extra savings on already-discounted or specially-priced medications (e.g. Walmart's \$4 & \$10 pricelist).
- Card doesn't work with insurance. It's either/or, whichever is the lowest price-not both.

Please get prior approval for your custom ads to avoid conflicts or problems. Submit your advertising copy to cs@medicationcard.net for a quick approval (and in some cases, a minor revision request). Thank you for all your hard work!