



Understanding Prescription Discount Cards

Prescription discount cards have been around for over a decade and have saved consumers billions of dollars since their introduction. The sad thing is that many people don't understand how they work, where to get one, or both, and end up paying full-price for prescriptions for themselves, their family, and their pets, from their local pharmacies. This information is intended to help clear up some of the questions and misunderstandings that keeps people from benefiting from these money-saving cards.

How cards work. Prescription discount cards are like “reusable prescription drug coupons”, allowing consumers access to lower drug prices when filling/re-filling prescriptions. Cards save consumers anywhere from nothing to 85% off, depending on the prescription being filled. Anyone paying full price for a medication, regardless of insurance status, can save using the cards. When a card is presented to the pharmacist, information from the card is entered into their computer, allowing access to a database of lower, pre-negotiated prices. Cardholders pay the lowest price available, whether it's the discounted card price, or the in-store pharmacy price.

The Power of the 'Take-One Display'

Successful prescription discount marketing requires getting cards into the hands of the people that are most-likely to use them. Ideally, you'd be able to stand in line at the pharmacy and pass the cards out to those waiting in line to get their prescriptions filled. However, **PASSING CARDS OUT TO PEOPLE ON PHARMACY PROPERTY IS NOT ALLOWED!**

So then, where do you find people that will most likely use a Medication Card? The primary group to go after are the under or un-insured people in your community, taking prescriptions that they struggle to pay for. This is typically the working middle class who're too young to qualify for Medicare, don't make enough money to afford prescription insurance, and who make too much to qualify for government assistance. A secondary group is the healthy and the wealthy – people who normally don't take drugs but may have an occasional need, and those who're self-employed business owners that are self-insured.

Medical providers are a great place to leave a take-one display. These include urgent care clinics, community clinics, emergency rooms, family doctors, specialty doctors, like pain management, oncology (cancer), internal medicine, urology (Viagra), and heart (blood pressure medications), and don't forget the animal doctors and vet hospitals.

Any place that has good foot-traffic, and will allow you to place a display in a prominent place, should be considered. This includes tattoo parlors, check cashing/payday loan stores, cellular stores, convenience or “party” stores, gas stations, and pet supply stores. If you do a good job when placing the display, the location will see the take-one display as a benefit to both their customers and their business.

Approximate cost breakdown per display is \$1.20 each or \$120.00 for 100 displays, placing approximately 4,000 cards out into public view.

\$0.65 per business card holder (available here: <http://www.displays2go.com/Product.aspx?ID=1940>)

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\$0.10 per color billboard insert (email to henry@medicationcard.org)

\$0.45 (40) Medication Cards

\$1.20 total display cost (before gas and time distribution costs).

- 100 take-one displays are paid for if 80 or 2.0% of these cards produce a savings for a cardholder one time.
- A 5% one-time use/savings rate produces 200 discounted claims, or \$300.00 gross revenue.
- A 10% one-time use/savings rate produces 400 discounted claims or \$600 gross revenue.
- A 20% one-time use/savings rate produces 800 discounted claims or \$1,200 gross revenue.

Keep in mind; the above figures assume just a one-time use and 1 prescription drug savings. Your cardholders will likely use the card over and over, into the future, producing multiple paid claims, and building up ongoing residual income.

Keep in mind also that your actual card uptake and usage rate will vary based on where you place these displays, as well as how good of a job you've done to explain the program to the person in charge. Placing them in a busy doctor's office, that understands how they work, located right next to a major pharmacy, will likely produce better results than a display in an out-of-the way, church out in the middle of nowhere.

Clear Acrylic Plastic Business Card Holders (100 card holders = \$60)

<http://www.displays2go.com/Product.aspx?ID=1940>

Color billboard insert (100 inserts = \$10)

(Email to henry@medicaioncard.net)

Best place to put the cards - senior community

<http://www.yellowpages.com/70518/senior-community?q=senior+community>

Best place to put the cards - doctor offices

<http://www.yellowpages.com/70518/doctor-offices?q=doctor+offices>

Best place to put the cards - pet supply stores

<http://www.yellowpages.com/70518/pet-supply-stores?q=pet+supply+stores>

Best place to put the cards - animal doctors

<http://www.yellowpages.com/70518/animal-doctors?q=animal+doctors>

Best place to put the cards - employment agency

<http://www.yellowpages.com/70518/employment-agency?q=employment+agency>

Note: *Change the zip code when you do the search*

Medication Card Display

