

**FOR IMMEDIATE RELEASE**

## **Columbia County Surpasses \$250,000 in Prescription Savings with ProAct Rx Discount Cards**

Columbia County residents have collectively saved \$276,136.75 at the pharmacy counter with a discount prescription drug program sponsored by the Columbia County Board of Supervisors in the Spring of 2009. Over 12,000 prescriptions have been filled saving participants an average of 40% or \$22.81 per script filled.

Columbia County partnered with ProAct, Inc. to provide financial relief for residents who are uninsured or underinsured and needing to fill prescriptions. Participants can also use the discount cards to obtain discounts on vision, hearing and LASIK services. This program was made available through ProAct, Inc. at no cost to Columbia County or participants. Anyone who doesn't currently have a card is encouraged to visit the ProAct website and print their own card. ([www.NYRxDiscountCard.com](http://www.NYRxDiscountCard.com))

There are currently 37 participating counties across New York State that have exclusively endorsed the ProAct Prescription Drug Discount Card Program. Participating counties have collectively filled over 1.4 million scripts, amounting to \$35 Million in savings.

"We are all well aware that often public service projects cost counties time and money", said Roy Brown, Chairman of the Board of Supervisors. "This program has enabled Columbia County to make an immediate and sizeable impact on the struggles faced by many of our uninsured and underinsured residents, at no cost to us or the participants."

The program offers residents a hassle-free way to save money. There are no enrollment forms to fill out, no membership fees, and no age or income requirements. The prescription discount card can be used at any pharmacy in the area and at over 55,000 pharmacies nationwide. Seniors have found the card especially useful in helping defray some of the costs related to the Medicare prescription "donut hole."

Prescription Drug Discount Cards are available at many local pharmacies and at the Columbia County Department of Human Resources. Residents with computer access can print a card any time by visiting [www.NYRxDiscountCard.com](http://www.NYRxDiscountCard.com).

ProAct, Inc. is a Pharmacy Benefit Management Company based in Central New York and a division of Kinney Drugs.