

# The New and Improved Live Healthy Discount Program: Marketing Materials Overview



## **HOW-TO GUIDE:**

An easy-to-use resource about your program support materials.

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# 1. About the Live Healthy Discount Program

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The Live Healthy Discount Program is brought to your county, parish or borough by the National Association of Counties (NACo) to offer residents discounts on prescriptions, dental treatments and health costs, including vision procedures, hearing aids and screenings, prepaid lab work, diabetes supplies, 24-Hour telemedicine, 24-Hour Nurse Hotline, and a lot more. This is an easy way to deliver savings to your community and help residents live healthier lives.

## More savings, more tools, more benefits: A brief overview of the program

### Prescriptions

Residents can use their no-cost prescription discount card for savings at over 66,000 pharmacies at home and across the country. You do not have to sign up or register – simply present your card for instant discounts when you pick up your medications.

### Dental

Residents can receive dental discounts on a wide range of procedures and services for a low monthly or annual fee. Includes check-ups, x-rays, cleanings, dentures, root canals, extractions and more.

### Health

Health discounts are available for a wide range of services, supplies and more for one low monthly or annual fee. Includes discounts on vision, hearing and diabetes supplies.

### Minute Clinic®

Nurse Practitioners and Physician Assistants are available to administer many services including vaccinations, physicals, blood pressure screenings and more.

Program	Monthly Individual Fee	Annual Individual Fee	Monthly Family Fee	Annual Family Fee
Prescription	No Cost	No Cost	No Cost	No Cost
Health	\$5.95	\$59.00	\$7.95	\$69.00
Dental	\$5.95	\$59.00	\$7.95	\$69.00

Save more than \$12 Individual / \$26 Family when you pay upfront for one year.

  
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## **2. The Live Healthy “Saving Feels Better” Campaign**

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To reintroduce the program and inform local government officials about the new benefits and additional savings that residents can receive, we created the “Saving Feels Better” campaign to promote awareness.

### **Enhancements to the program include:**

- New services available including telemedicine and Minute Clinic
- Additional savings opportunities, and improved prescription savings
- Lower prices for the health and dental components of the program

The marketing campaign was developed to better communicate the program benefits to your residents who may be unfamiliar with the Live Healthy Discount Program – or for those who may have thought it was not available to them. You can be sure that the program is available to all your residents to help defray out-of-pocket costs that are not covered by health insurance.

### **What do we want to communicate?**

“Saving Feels Better” is the message we want to communicate because it refers to every aspect of savings and health. Our neighbors feel better when they save money...and they continue feeling better when they can have access to affordable care when they need it.

### **Who can take advantage of the marketing?**

Every NACo member county, parish and borough can take advantage of the free marketing support materials. Ordering materials has been made easier than ever through the creation of a self-service portal, available 24/7, with customization options to fit your unique needs.

### 3. New Self-service Portal

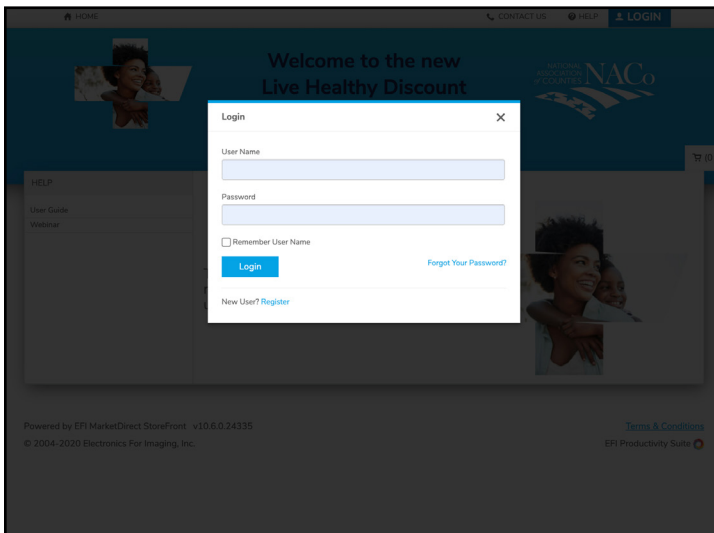
The Live Healthy Discount program support materials can be ordered through the new self-service portal at no cost to the local government office. As a government official, you have the ability to order and replenish any of the materials you need to keep your residents informed and involved. While you can quickly order anything from printed materials, to new discount cards, to online advertisements, your residents continue to benefit from the program by saving time and money, while living a healthier, happier life.

**The portal has been designed for easy access and offers a variety of customization tools to fit your local government needs.** You will even have access to a library of images to choose from. Simply log in using your credentials, personalize your pieces and place your order. You will receive your materials within 2 weeks of placing your order.

Your link to the portal is: [LiveHealthy.myprintdesk.net](https://LiveHealthy.myprintdesk.net)

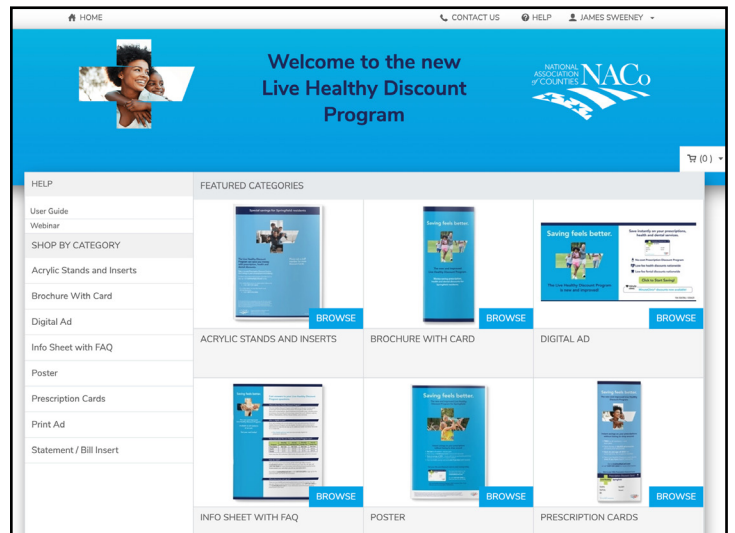
Below are some helpful screen shots to walk you through the process:

LOGIN SCREEN



Using your login credentials, you can gain easy access to the online portal to order additional materials when ready...

CATALOG SCREEN



The Catalog page provides access to the available materials that you can customize with your county name and place orders.

  
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## 4. Campaign Components

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Here's a quick overview of the campaign marketing materials you can order through the online portal:

1. County website boilerplate messaging
2. Prescription card carrier
3. Acrylic stand and inserts
4. Poster
5. Print ad
6. Informational FAQ
7. Brochure
8. Statement insert
9. Digital ad
10. Facebook post
11. Resident-facing informational website

### Usage considerations

There are a number of different places the Live Healthy marketing materials can be used (pending permission in some cases). In addition to the following, we've included ideas for each component on the subsequent component pages.

- The lobby or front desk areas of local government offices
- The hallways of government buildings
- Local library bulletin boards and community areas
- Community centers, YMCAs, Civic centers, Rec centers
- Local post offices
- Welcome centers, athletic parks, social centers
- Gas stations, grocery stores, convenience stores
- Cultural centers, local theaters
- Amusement park offices, fairgrounds, racetracks

  
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## 5.1 Website Boilerplate Message


**Description:** We want to ensure that everyone gets the same opportunity to participate in the program. That's why we're providing you with messaging below that you can use online whenever you describe the features of the Live Healthy Discount Program.

The National Association of Counties (NACo) developed the Live Healthy Discount Program to offer residents discounts on prescriptions, dental treatments and health costs – including vision and hearing services.

You choose to participate in as much of the Live Healthy program as is available to you. Residents receive prescription discounts at no cost, while health and dental discounts come at a modest fee.

- Save an average of 30% on the price of your prescriptions when you present your card at the pharmacy
- Residents have an affordable option to take advantage of health services through the Live Healthy Program, including vision, hearing, diabetes supplies, and telemedicine
- Residents can save up to 50% on most dental services at more than 110,000 dentists and specialists, as well as 15% to 75% at a large network of health providers

### USAGE EXAMPLE



**County / Borough / Parish  
website page banner**

Site navigation | Navigation | Navigation | Navigation

**Live Healthy Discount Program**

The National Association of Counties (NACo) developed the Live Healthy Discount Program to offer residents discounts on prescriptions, dental treatments and health costs – including vision and hearing services.

You choose to participate in as much of the Live Healthy program as is available to you. Residents receive prescription discounts at no cost, while health and dental discounts come at a modest fee.

- Save an average of 30% on the price of your medications when you present your card at the pharmacy
- Residents have an affordable option to take advantage of health services through the Live Healthy Program, including vision, hearing, diabetes supplies, and telemedicine
- Residents can save up to 50% on most dental services at more than 110,000 dentists and specialists, as well as 15% to 75% at a large network of health providers

  
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### Considerations:

- Use the Live Healthy website boilerplate messaging on the Health and Well-Being page of your County / Parish / Borough website
- It can also be used on your social media properties like Facebook and Instagram

## 5.2 Prescription Card Carrier

**Description:** This includes some brief program details and the discount card that residents can cut off and keep for use.

**Size:** 3.375" x 9.25"

**FRONT**

**BACK**

**Note:** The county, borough or parish name highlighted in magenta on all documents is where the name of your locality will display

### Considerations:

- Use the prescription card carrier with the acrylic stand and insert and place in government office buildings where counter or table space allows
- Ask local doctor, dentist offices and Urgent Care facilities to see if they would allow you to place the prescription card carriers in an acrylic stand on a table or counter in the waiting room
- Consult with your local hospital to see if you can display the acrylic stand with prescription card carriers in the waiting room and common areas
- For locations willing to display the cards and stands, NACo can ship materials to them directly through the online portal

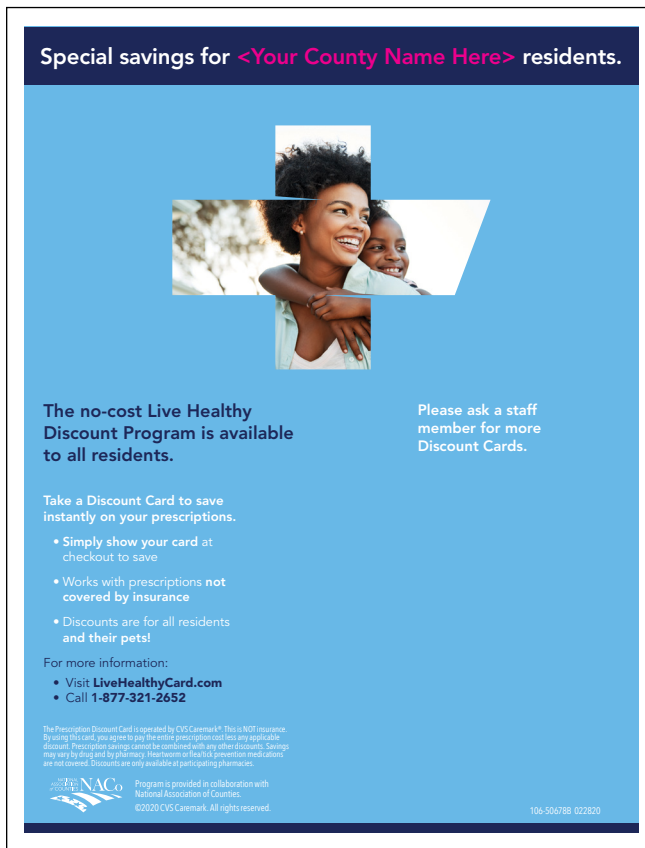
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## 5.3 Acrylic Stand and Inserts

**Description:** This is an acrylic display stand with an 8.5" x 11" insert. The inserts will be updated per season, allowing you to get renewed interest in the program by simply sliding new inserts into the back of the stand. Place the prescription card carriers in the front pocket.

**Size:** 8.5" x 11"



### Considerations:

- Use the acrylic stand and insert to house the prescription card carriers and place in government office buildings where counter or table space allows
- Ask local doctor, dentist offices and Urgent Care facilities to see if they would allow you to place the prescription card carriers in an acrylic stand on a table or counter in the waiting room
- Consult with your local hospital to see if you can display the acrylic stand with prescription card carriers in the waiting room and common areas

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## 5.4 Poster

**Description:** This large format poster can be displayed to attract attention.

**Size:** 12" x 18"

**Saving feels better.**

The new and improved Live Healthy Discount Program for <Your County Name Here>.

Instant savings on your prescriptions without having to shop around.

- No Cost to all residents – and your pets
- Save money at 66,000 pharmacies at home and nationwide
- Save an average of 30%\* – Simply walk into any participating pharmacy and save on prescriptions, no coupons needed
- Your Live Healthy savings card works even if you have health insurance

Get your No-cost Discount Card to start saving today.

For more information or to download your card, visit: [LiveHealthyCard.com](http://LiveHealthyCard.com)

Or call 1-877-321-2652 to have one sent to you today.

The Live Healthy Discount Program is NOT insurance. But, it can help you save on prescription medications.

\*Savings may vary by drug and by pharmacy. This is NOT insurance. By using this card, you agree to pay the entire prescription cost less any applicable discount. Prescription Savings cannot be combined with any other discounts. Heartburn or heart's prevention medications are not covered. The Prescription Discount Card is operated by CVS Caremark®. Discounts are only available at participating pharmacies. Program is provided in collaboration with National Association of Counties. ©2020 CVS Caremark. All rights reserved. 106-50679H 02/2020

### Considerations:

- The posters are best used in common areas of government buildings, offices, and hallways where they can be prominently displayed
- Another good option for the posters are on local bulletin boards at the library, community areas and local businesses

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## 5.5 Print Ads

**Description:** These downloadable ads are ready to be personalized and sent to local publications.

**Size:** 9.5" x 13.25" (full page)  
 9.5" x 6.55" (half page)  
 3.65" x 8.625" (quarter page)

FULL PAGE

**Saving feels better.**

**Introducing the new and improved no-cost Live Healthy Discount Program.**

**3 ways to get your no-cost Prescription Card to start saving today.**

1. Stop by your **county offices** to pick up a card
2. Visit **LiveHealthyCard.com** to download your card
3. Call **1-877-321-2652** to have a card sent to you today

The all new Live Healthy Discount Program is no cost to all **<County Name>** residents. Enjoy savings on your prescriptions at over 66,000 pharmacies at home and nationwide.

**Save an average of 30%\* on your prescriptions!** Simply walk into any participating pharmacy, show your card and save – no coupon needed. Your Live Healthy savings card works even if you have health insurance.

\*Savings may vary by drug and by pharmacy. The Prescription Discount Card is operated by CFC Connect™. This is NOT insurance. By using this card, you agree to pay the entire prescription cost for any applicable discount. Prescription savings cannot be combined with any other discount. Discounts are only available at participating pharmacies. Program provided in collaboration with National Association of Counties. ©2020 CFC Connect. All rights reserved. 106-326181 03/2020

HALF PAGE

**Saving feels better.**

**Attention <your County Name> residents:**

The Live Healthy Discount Program is no cost to all residents. Simply walk into any participating pharmacy, show your card and save – no coupon needed.

- Save money at **66,000 pharmacies** at home and nationwide
- **Save an average of 30%\*** on prescriptions, no coupons needed
- Your Live Healthy Discount card works **even if you have health insurance**

**Introducing the new and improved no-cost Live Healthy Discount Program.**

**3 ways to get your no-cost Prescription Card to start saving today.**

1. Stop by your **county offices** to pick up a card
2. Visit **LiveHealthyCard.com** to download your card
3. Call **1-877-321-2652** to have a card sent to you today

\*Savings may vary by drug and by pharmacy. The Prescription Discount Card is operated by CFC Connect™. This is NOT insurance. By using this card, you agree to pay the entire prescription cost for any applicable discount. Prescription savings cannot be combined with any other discount. Discounts are only available at participating pharmacies. Program provided in collaboration with National Association of Counties. ©2020 CFC Connect. All rights reserved. 106-326181 03/2020

QUARTER PAGE

**Saving feels better.**

**Introducing the new and improved no-cost Live Healthy Discount Program.**

**3 ways to get your no-cost Prescription Card to start saving today.**

1. Stop by your **county offices** to pick up a card
2. Visit **LiveHealthyCard.com** to download your card
3. Call **1-877-321-2652** to have a card sent to you today

**Attention <your County Name> residents:**

The Live Healthy Discount Program is no cost to all residents. Simply walk into any participating pharmacy, show your card and save – no coupon needed.

- Save money at **66,000 pharmacies** at home and nationwide
- **Save an average of 30%\*** on prescriptions, no coupons needed
- Your Live Healthy Discount Card works **even if you have health insurance**

\*Savings may vary by drug and by pharmacy. The Prescription Discount Card is operated by CFC Connect™. This is NOT insurance. By using this card, you agree to pay the entire prescription cost for any applicable discount. Prescription savings cannot be combined with any other discount. Discounts are only available at participating pharmacies. Program provided in collaboration with National Association of Counties. ©2020 CFC Connect. All rights reserved. 106-326181 03/2020

### Considerations:

- The ads have been developed to be used in local papers, magazines and circulars to help get the word out to residents
- They are print-ready and can be sent directly to your publications once you have entered your county, borough, or parish name
- If these sizes do not fit your needs, contact us at [membership@naco.org](mailto:membership@naco.org)

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## 5.6 Informational FAQ

**Description:** This printed piece contains frequently asked questions about the Live Healthy Discount Program.

**Size:** 8.5" x 11"

FRONT

**Saving feels better.**



The new and improved Live Healthy Discount Program.

Available to all residents at no cost.

Get your card today!

**Fast answers to your Live Healthy Discount Program questions.**

**What is the Live Healthy Discount Program?**

The Live Healthy Discount Program is brought to you by your county, parish or borough and the National Association of Counties to offer residents discounts on prescriptions, dental treatments and health costs, including vision procedures, hearing aids and screenings, prepaid lab work, diabetes supplies, 24-Hour Telemedicine, 24-Hour Nurse Hotline, and a lot more.

**Who is eligible to join?**

If you are a resident of a county, parish or borough participating in the Live Healthy Discount Program, you are eligible. Residents receive prescription discounts at no cost and can sign up for additional health and dental discounts for a modest fee.

- Your family and your pets are automatically eligible for prescription discounts.

**How much does the Live Healthy Discount Program cost?**

Program	Monthly Individual Fee	Annual Individual Fee	Monthly Family Fee	Annual Family Fee
<b>Prescription</b>	<b>No Cost</b>	<b>No Cost</b>	<b>No Cost</b>	<b>No Cost</b>
<b>Health</b>	\$5.95	\$59.00	\$7.95	\$69.00
<b>Dental</b>	\$5.95	\$59.00	\$7.95	\$69.00

Save more than \$12 Individual / \$26 Family when you pay upfront for one year.

**How do I start?**

Pick up a card at your local county, parish or borough office or go to [LiveHealthyCard.com](http://LiveHealthyCard.com) to download and print your card. You can also call **1-877-321-2652** for more information and to find participating pharmacies. Simply present your card when you pick up your prescription.

Go online to [LiveHealthyCard.com](http://LiveHealthyCard.com) or call **1-877-573-2395** to sign up for the optional health and dental discount plans.

**What pharmacies can I go to?**

There are over 66,000 participating pharmacies across the country. You can use your discount card at any one of these locations. Call **1-877-321-2652** or visit [LiveHealthyCard.com](http://LiveHealthyCard.com) for more information and to find participating pharmacies in your area.

BACK

**What if I already have insurance?**

The Live Healthy Discount Card works for medications that aren't covered by your insurance plan. It can also work if your plan covers less than the Live Healthy Discount Card – in other words, if Live Healthy can save you more, we will.

**How much will I save?**

Savings vary depending on the purchase, but you can expect to save instantly.

- Prescription medications:** Residents save an average of 30% and up to 75%.
- Dental:** Save up to 50% on most dental procedures at over 110,000 dentists and specialists, including check-ups, cleanings, x-rays, fillings, root canals, extractions and dentures.
- Vision:** Save 35% on the price of eyewear frames; additional discounts include exams, lenses, accessories, contact lenses and more.
- Hearing:** Save 35% on the price of hearing aids, and receive complimentary screenings.
- Diabetes:** Get a variety of discounts on prescription and over the counter diabetes supplies.
- Prepaid lab work:** Save up to 70% on a wide variety of lab testing services.
- Prepaid diagnostic imaging:** Save up to 75% on MRI and CT scans at more than 2,900 radiology centers nationwide.
- Telemedicine:** Unlimited calls with a clinician at no cost for the entire family with no consultation fees.

**Can I use it when I travel out of town?**


Once you have your Live Healthy card, you can use it at any of the more than 66,000 participating pharmacies nationwide. Simply present your card when you pick up your medications.

**Do I have to search for coupons?**

There is no searching for coupons, you don't have to find the best deal, and you don't have to count on the pharmacist to find you savings – present your card and you can save money.

**For information on prescription discounts:**  
Go to [LiveHealthyCard.com](http://LiveHealthyCard.com) or call **1-877-321-2652** for more information and to find a pharmacy.

**For information on health and dental discounts:**  
Go to [LiveHealthyCard.com](http://LiveHealthyCard.com) or call **1-877-573-2395** to speak with us about health and dental savings opportunities.




Available to all residents at no cost.

Save money at 66,000 pharmacies at home and nationwide.

Save an average of 30% on prescriptions, no coupons needed.

Your Live Healthy savings card works even if you have health insurance.



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106-50578J 121839

### Considerations:

- Place in the lobby or front desk areas of local government offices and libraries
- Post on community bulletin boards in community centers, YMCAs, Civic centers, Boys and Girls club and other local facilities
- Keep them handy to answer questions and pass them out to residents
- Provide this information to other government departments and inform colleagues in other offices about the program

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## 5.7 Brochure

**Description:** The helpful brochure has more details about the program and its benefits. Also includes a no-cost Prescription Discount Card.

**Size:** 14.5" x 8.5" flat; 3.5" x 8.5" folded

FRONT

**Saving feels better.**



The new and improved **Live Healthy Discount Program.**

Money-saving prescription, health and dental discounts for **[Your County Name Here]** residents.

FIRST REVEAL

**The Live Healthy Discount Program is available to all residents.**

The National Association of Counties (NACo) developed the Live Healthy Discount Program to offer residents discounts on prescriptions, dental treatments and health costs – including vision, hearing and dental services.

You choose to participate in as much of the Live Healthy program as is available to you. Residents receive prescription discounts at no cost, while health and dental discounts come at a modest fee.

For information on prescription discounts: [LiveHealthyCard.com](http://LiveHealthyCard.com) / 1-877-321-2652

For information on health and dental discounts: [LiveHealthyCard.com](http://LiveHealthyCard.com) / 1-877-573-2395

**The Live Healthy Discount Program is available to all [Your County Name Here] residents.**

**No-cost Prescription Discounts**

Use your discount prescription card for no-cost discounts at over 66,000 pharmacies at home and across the country. You do not have to sign up or register – simply present your card for instant savings when you pick up your medications.

**Low-fee Health Discounts**

Health discounts are available for a wide range of procedures, supplies and more for one low monthly or annual fee. Includes discounts on vision, hearing and diabetes supplies.


**Low-fee Dental Discounts**

Residents can receive dental discounts on a wide range of procedures and services for a low monthly or annual fee. Includes check-ups, x-rays, cleanings, dentures, root canals, extractions and more.

**MinuteClinic® Discounts**

Nurse Practitioners and Physician Assistants are available to administer many services including vaccinations, physicals, blood pressure screenings and more.

BACK

**[Your County Name Here]** 

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INSIDE

**The Live Healthy Discount Program is available to all residents.**

The National Association of Counties (NACo) developed the Live Healthy Discount Program to offer residents discounts on prescriptions, dental treatments and health costs – including vision, hearing and dental services.

You choose to participate in as much of the Live Healthy program as is available to you. Residents receive prescription discounts at no cost, while health and dental discounts come at a modest fee.

For information on prescription discounts: [LiveHealthyCard.com](http://LiveHealthyCard.com) / 1-877-321-2652

For information on health and dental discounts: [LiveHealthyCard.com](http://LiveHealthyCard.com) / 1-877-573-2395

**No-cost Prescription Discounts**

Prescription discounts help residents with or without insurance save on prescription purchases. Residents who have insurance can also use the discount card when their medications are not covered by their insurance plan.

- This is no cost for all residents and their pets.
- Save an average of 30%\* on the price of your medications when you present your card at the pharmacy
- There are no coupons to search for, no registration, just instant savings

**MinuteClinic® Discounts**

MinuteClinic® is a medical walk-in clinic located inside select CVS Pharmacy® or Target stores. Program members save 10% on services, up to \$10 per person, per visit.

**What MinuteClinic offers:**

- Nurse practitioners and physician assistants provide care for common medical conditions and prescribe medication
- Also includes vaccinations, physicals and other wellness services
- No appointment necessary – stop in any time you need care
- Our clinics are open 7 days a week, including evenings and weekends – hours vary by clinic

For more MinuteClinic information, visit: [minuteclinic.com/locations](http://minuteclinic.com/locations)

**Low-fee Health Discounts**

Residents have an affordable option to take advantage of health services through the Live Healthy Program. Services include:

**Vision**

- Save 35% on the retail price of frames with the purchase of a pair of glasses
- Other discounts include eye exams, lenses, accessories, contact lenses and more
- Access over 50,000 providers including LensCrafters®, Pearle Vision®, Target Optical®, Nationwide Vision®, as well as independent optometrists, ophthalmologists and opticians

**Hearing**

- Receive complimentary screenings
- Save up to 35% on the price of hearing aids
- More than 2,500 participating locations

**Diabetes Supplies**

- Save on prescription and over the counter diabetes supplies
- Insulin prescriptions can be discounted through the no-cost prescription discount portion of the Live Healthy Program

**Telemedicine**

- Unlimited calls with a clinician for the entire family with no consultation fees

**Low-fee Dental Discounts**

Residents can save up to 50% on most dental services at more than 11,000 dentists and specialists. Services include:

- Routine and in-depth check-ups
- Child and adult cleanings
- Mouth x-rays, bite-wing and panoramic
- Composite fillings (white), root canals, simple extractions, full upper dentures and more

**Live Healthy resident costs for prescription, health and dental discounts:**

Residents can participate in additional discount programs. You choose what type of plan and what type of payment is right for you.

Program	MONTHLY FEE	
	Individual	Family
Prescription	No cost	No cost
Health	\$5.95	\$7.95
Dental	\$5.95	\$7.95

Program	YEARLY FEE	
	Individual	Family
Prescription	No cost	No cost
Health	\$59.00	\$69.00
Dental	\$59.00	\$69.00

Simply cut out the Live Healthy Discount Card below to start using it the next time you pick up your prescriptions. Present it to the pharmacist at the checkout.

**Prescription Discount Card**

**Live Healthy [Your County Name Here]**

RxBIN: [XXXX]      RxGRP: [XXXX]  
 RxPCN: [XXXX]      Issuer: [XXXX]  
 ID: [XXXX]

This is NOT insurance. 

### Considerations:

- Can be used in the acrylic stand or placed in stacks in local offices and hospitals

  
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## 5.8 Statement Insert

**Description:** If applicable, you can order this piece to accompany a local notice or bill.

**Size:** 3.375" x 9.25"

FRONT

**Saving feels better.**

The new and improved  
Live Healthy Discount Program.



**No cost to all <County Name> residents.**

- Save money at **66,000 pharmacies** at home and nationwide
- **Save an average of 30%\*** on prescriptions, no coupons needed
- Your Live Healthy Discount card works **even if you have health insurance**

Go to [LiveHealthyCard.com](https://LiveHealthyCard.com)  
or call **1-877-321-2652** for more information.

Here is your No-cost Prescription Discount Card.

**Prescription Discount Card**

**Live Healthy [Your County name here]**

RxBIN: [XXXX]      RxGRP: [XXXX]  
 RxPCN: [XXXX]      Issuer: [XXXX]  
 ID: [XXXX]

This is NOT insurance.



BACK

**Instant savings on your prescriptions without having to shop around.**

You can receive discounts if you don't have insurance or need medications not covered by your plan. Show your prescription discount card when you pick up your medication for instant savings.

There's no cost to use, no forms to fill out or registration required.

- **Family pets included.** Did you know that you also receive discounts on prescriptions for **your pets?**

\*Savings may vary by drug and by pharmacy. Discounts are only available at participating pharmacies.

The Prescription Discount Card is operated by CVS Caremark®. This is NOT insurance. By using this card, you agree to pay the entire prescription cost less any applicable discount. Prescription Savings cannot be combined with any other discounts. Heartworm or flea/tick prevention medications are not covered. Savings are based on actual 2019 drug purchases for all drug discount card programs administered by CVS Caremark located in Woonsocket, RI.

The program administrator may obtain fees or rebates from manufacturers and/or pharmacies based on your prescription drug purchases. These fees or rebates may be retained by the program administrator or shared with you and/or your pharmacy. Prescription claims through this program will not be eligible for reimbursement through Medicaid, Medicare or any other government program. This program does not guarantee the quality of the services or products offered by individual providers. We do not sell your personal information. Call the Customer Care number on the back of your member ID card to file a complaint related to this program. Note to Texas Consumers: You may contact the Texas Department of Insurance if you remain dissatisfied after completing this program's complaint process.

Program is provided in collaboration with National Association of Counties.

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### Considerations:

- Best used as an insert to a utility or tax bill being delivered directly to the home or place of business (in the case of small business owners)

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## 5.9 Digital Ad

**Description:** Downloadable ad ready for digital publication once personalized to your locality.

**Size:** 636 x 320 pixels

**Saving feels better.**

The Live Healthy Discount Program is new and improved!

**Instant savings on your prescriptions without having to shop around.**

Prescription Discount Card

Live Healthy [Your County name here]

RxBIN: RxGRP:  
RxPCN: Issuer:  
ID:

This is NOT insurance.

**No cost to all <County Name> residents.**

**Click to Start Saving!**

106-50678AG 030620

### Considerations:

- Place on your county / parish / borough website to direct residents to the newly updated LiveHealthyCard.org website where they can find information about every aspect of the program

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## 5.10 Facebook Post

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**Description:** Downloadable post ad ready for Facebook publication once personalized to your locality.

(Post or sponsored ad)  
The no-cost Live Healthy Discount Program

(Headline)  
Save an average of 30% on prescriptions starting today.

(Subhead)  
Save on your prescriptions without having to shop around or worry about downloading coupons. (See more)

- No cost to residents of <Enter County Name>
- Save on prescriptions at participating pharmacies at home and nationwide
- Discounts work if you don't have insurance or if your insurance doesn't cover a prescription
- Learn more at [LiveHealthyCard.com](https://LiveHealthyCard.com)

[Image]



**Note:** Please be sure to include the compliance code shown here at the bottom of each Facebook ad you post.

It's easy to get your Live Healthy Discount Card. Click for more details

106-50678AK 020520

### Considerations:

- Use on your county / parish / borough Facebook page as a post or as a paid advertisement. Not sure how to advertise on Facebook? [Click here](#) for easy-to-follow resources that can help you plan your next Facebook ad campaign.


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## 5.11 New Resident-facing Informational Website

**Description:** This new, easy-to-navigate website lets your residents check out all of the benefits of the Live Healthy Discount Program.

**Live Healthy**    HOME    ABOUT LIVE HEALTHY    PROGRAM FACTS    LOCAL PHARMACY LOCATOR



### The new and improved Live Healthy Discount Program

More than savings – it's helping build healthier lives.

The Live Healthy Discount Program is provided to you in a joint effort by participating county, parish and borough governments, and the National Association of Counties (NACo). It offers savings on prescriptions and services to support individuals and families. Discover the various components of the program and see if your county participates by clicking "learn more" below.

#### No-cost Prescription Discount Program

- Save money at 66,000 pharmacies at home and nationwide.
- Save an average of 30% on the retail price of prescription medications.

[LEARN MORE AND PRINT CARD](#)

#### Low-fee health discounts nationwide

- Save 15% to 75% at large network providers.
- Discounts on vision services, hearing aids and screenings, diabetes supplies, prepaid lab work and more.

[LEARN MORE AND SIGN-UP](#)

#### Low-fee dental discounts nationwide

- Save 15% to 50% at over 110,000 providers.
- Provides discounts on check-ups, cleanings, fillings, crowns, x-rays, root canals and more.

[LEARN MORE AND SIGN-UP](#)

#### minute clinic®


##### MinuteClinic® services now available

- Medical walk-in clinic located inside select CVS Pharmacy® or Target stores.
- Expect to save 10% (up to \$10) per visit.

[LEARN MORE](#)

**Learn more and start saving today.**

Providers across the country have joined us in saving you money and providing affordable health services. Thousands of residents save money every day on prescription, dental and health services. There are no qualifications and you cannot be denied access if your local county, parish or borough participates in the program.

 [Contact Us](#) | [Website Privacy Policy](#) | [HIPAA Notice of Privacy Practices](#) | [Site Map](#)

Operated by CVS Caremark®. This is NOT insurance.  
Discounts are only available at participating pharmacies.      © 2020 CVS Caremark. All rights reserved.

**Disclosures**

This is NOT insurance. Discounts are only available at participating pharmacies. By using this card, you agree to pay the entire prescription cost less any applicable discount. Savings may vary by drug and by pharmacy. The Plan provides discounts for certain medical services, pharmaceutical supplies, prescription drugs or medical equipment and supplies offered by providers who have agreed to participate in The Plan. The range of discounts for medical, pharmacy or ancillary services offered under The Plan will vary depending on the type of provider and products or services received. The Plan does not make and is prohibited from making members' payments to providers for products or services received under The Plan. The Plan member is required and obligated to pay for all discounted prescription drugs, medical and pharmaceutical supplies, services and equipment received under The Plan, but will receive a discount on certain identified medical, pharmaceutical supplies, prescription drugs, medical equipment and supplies from providers in The Plan. The Discount Medical Plan Organization is Alliance HealthCare of Florida, Inc., P.O. Box 630893, Irving, TX 75263. You may call (877) 321-2452 for more information or visit the provider locator for a list of providers. The Plan will make available before purchase and upon request, a list of program providers and the providers' city, state and specialty, located in the member's service area. The fees for The Plan are specified in the membership agreement. The Plan includes a 30-day cancellation provision.

Note to MA consumers: The plan is not insurance coverage and does not meet the minimum creditable coverage requirements under M.G.L. c. 111M and 956 CMR 5.00.

  
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## **6 Important program contact information**

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You decide the level of your participation and how much opportunity you want for your residents to participate and save. The support materials are provided at no cost to county, borough, and parish governments. NACo provides additional support through their website and the LiveHealthyCard.com website, along with direct access to NACo resources by phone.

### **Websites for more information**

Information for Counties: [www.NACo.org/health](http://www.NACo.org/health)

Resident Resources: [www.LiveHealthyCard.com](http://www.LiveHealthyCard.com)

### **Contact us for help**

NACo Membership Team

Email: [LiveHealthy@naco.org](mailto:LiveHealthy@naco.org)

Phone: **888.407.NACo (6226)**

  
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