



**Contra
Costa
County**

To: Board of Supervisors
From: William Walker, M.D., Health Services Director
Date: January 26, 2010

Subject: County-wide Pharmacy Discount Prescription Card for Use by Uninsured Residents

RECOMMENDATION(S):

Approve and Authorize the Health Services Director or his designee (Patricia Tanquary): 1) to implement a Pharmacy Discount Prescription Card Program, available to all Contra Costa County residents, and 2) to execute a contract with Financial Marketing Concepts Inc. (FMC), to pay the County an amount not to exceed \$500,000, for the period from January 1, 2010 through December 31, 2010.

FISCAL IMPACT:

Potential estimated income up to \$500,000. Contra Costa County will bear no cost as FMC pays for all expenses for the card and distribution.

After implementation of the Pharmacy Discount Prescription Card Program, royalties of \$0.75 per filled prescription will be received by the County from FMC and would be directed to the Health Services Department to offset funds used to provide medical services to the uninsured. The royalties will not increase the price of the prescriptions for the residents of the County.

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **01/26/2010** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I
Supervisor
Gayle B. Uilkema, District II
Supervisor
Mary N. Piepho, District III
Supervisor
Susan A. Bonilla, District IV
Supervisor
Federal D. Glover, District V
Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: January 26, 2010

David Twa, County Administrator and Clerk of the Board of Supervisors

By: June McHuen, Deputy

Contact: Patricia Tanquary
313-6008

BACKGROUND:

In 2009, the County was approached by Financial Marketing Concepts, Inc. (FMC) aka Coast2Coast Rx Card, to enter into a partnership to offer a pharmacy Discount Prescription Card Program to all Contra Costa County residents lacking drug insurance. Approval of this Program would permit Contra Costa County to enter into a partnership with FMC and authorize the use of the County name and its seal for use in promoting the Pharmacy Discount Card Program. This agreement includes mutual indemnification to hold harmless both parties for any claims arising out of the performance of this contract.

As a Drug Discount Program appeared very advantageous to the residents of our County, an RFP was prepared by the Health Department. There were three responders to the RFP in early September. Analysis of the responses to the RFP was undertaken and the responses from FMC were clearly superior to the other two responding vendors, Argus and NACo.

The FMC Program:

1. Provides free access to discounted prescriptions drug purchases to all County residents and their families;
2. Helps Contra Costa County residents that have no prescription drug insurance;
3. Is not medical insurance nor is it intended to replace insurance;
4. Is accepted at over 58,000 local, regional and national pharmacy chains and independent locations with over 60,000 drugs in the formulary;
5. Cardholders save up to 65% off the cost of medication and on average of 38% off regular retail priced drugs for both generic and brand named prescriptions;
6. Makes the Rx card easily available to residents at local pharmacies and through the website. Residents can print a card from the website:[http:// coast2coast.com/CONTRA COSTA](http://coast2coast.com/CONTRA-COSTA); check drug pricing and search for the closest participating pharmacy on that site; and
7. Provides customer service to the residents of Contra Costa County, who choose to use the card as well as to the participating pharmacies.