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National League of Cities' Prescription Drug Discount Program in Milwaukee Incredible Success

The National League of Cities' (NLC) cooperative prescription drug discount card program, recently implemented in Milwaukee, has been a success. The program, administered by CVS Caremark Corporation offers prescription drug discount cards to residents free of charge and cardholders may be eligible for discounts that average up to 20 percent. "It's critical that assistance of this kind be made available to people who are hurting and without health insurance during these difficult economic times," Alderman Davis, chair of the Council's Community and Economic Development Committee, and chair of the NLC's International Council for 2010, said.

The Council voted in the program in April and cards are currently being distributed with municipal services bills. Participation in this program is growing rapidly and Milwaukee is one of the largest cities to participate. "I'm very pleased my Common Council colleagues approved this legislation. The NLC works hard to address the issues at the heart of urban life and provide solutions to many of the roadblocks our residents face," Ald. Davis said.

The cards, which include more than 59,000 participating pharmacies and would be honored at over 80 Milwaukee locations, have already saved consumers more than \$135 million nationwide in prescription costs and the program continues to grow.

"Innovations like the discount card program are the kinds of success stories the cooperative network of the NLC can create. I'm proud Milwaukee is both innovator and beneficiary of such relationships," Alderman Davis said.