



Monterey County

Board of Supervisors
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

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July 18, 2019

Introduced: 6/25/2019

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. Receive a report from the Health Department regarding prescription discount programs; and
- b. Provide direction to staff.

RECOMMENDATION:

It is recommended that the Health, Housing and Human Services Committee of the Board of Supervisors:

- a. Receive a report from the Health Department regarding prescription discount programs; and
- b. Provide direction to staff.

SUMMARY/DISCUSSION:

Financial Marketing Concepts, Inc., dba Coast2Coast Rx Discount Card Program (FMC) offers a discount prescription discount card program. The program provides discounts on prescription medications at participating pharmacies around the country; as well as dental, vision, veterinarian, hearing, diabetes supplies and equipment and lab/imaging discounts. To date, more than 400 governmental entities are participating in the FMC card program with an average 60% discount on prescription drugs not currently covered by insurance.

If the County opts to enter into an agreement with FMC, discount card applications would be distributed by FMC throughout Monterey County at local pharmacies, nationally known chain stores as well as local clinics and doctor's offices. Discount cards can be used any time a prescription is not covered by insurance. This could be particularly useful for those without insurance, for those on Medicare Part D, and for County residents with insurance coverage that does not cover medications.

In addition, the prescription drug discount program could pay \$1.25 royalty to the County for each qualified purchase, through a participating pharmacy using the discount card. FMC would provide and distribute the necessary marketing materials to launch the program in our County. FMC would also work with the County to create community awareness through a variety of outlets and would provide ongoing support to maximize the County's success by constantly identifying and establishing new distribution channels.

The details of this program and options regarding the County's participation in the program will be presented to the Health, Housing and Human Services Committee at its July 18, 2019 meeting for its consideration and for providing direction to Staff.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this report.

FINANCING:

There is no financial impact resulting from this action.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

☐Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

☒Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

☐Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

☐Infrastructure:

- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

☐Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

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