

HealthTrans Selected to Provide New York City's First Official Prescription Discount Card – BigAppleRx™

HealthTrans' discount prescription card helps New York residents and visitors save on their prescriptions

May 18, 2011 – GREENWOOD VILLAGE, COLO. – HealthTrans, a leading provider of pharmacy and healthcare management solutions, today announced that the company was selected to administer New York City's first official prescription discount card, BigAppleRx. The discount prescription card will offer substantial discounts to all New York City residents and visitors who purchase prescription drugs. The BigAppleRx card was developed in conjunction with the City of New York and Mayor Michael Bloomberg.

The BigAppleRx card will be widely distributed throughout New York City and available to everyone regardless of age, income, citizenship, or health insurance status. The card provides an average overall estimated savings of 47% on prescription medications; 15% average on brand name drugs, 53% average on generic drugs. The card is free and can be used by anyone who lives, works or is visiting New York City. The card also will be available soon at city agencies, City Council offices, neighborhood businesses, and community organizations. The BigAppleRx card's iPhone application allows consumers to present the prescription discount card right from their phones at their local pharmacy, as well as locate the nearest pharmacy. The card can be found online at BigAppleRx.com and at nyc.gov (search term "BigAppleRx").

“All too often, the rising costs of prescription drugs place a burden on New York City households. And this is particularly true for the more than one million New Yorkers who don't have health insurance,” said Mayor Bloomberg. “Having access to a free prescription drug card can mean the difference between being able to afford prescriptions and being forced to skip doses. That's why we pledged to issue a New York City card on the campaign trail in 2009 – and now we're fulfilling that promise with the launch of the BigAppleRx card.”

“No one should have to be faced with the dilemma of not getting necessary medication because it's too expensive,” said City Council Speaker Christine C. Quinn. “This drug card program will help all New Yorkers get the most cost effective medication whether or not you have insurance and also provide peace of mind. I want to thank the Mayor, Commissioner Farley and HealthTrans Access for making BigAppleRx a reality.”

“The prohibitive cost of prescription drugs prevents far too many New Yorkers from getting the treatment they need. Last year, more than 800,000 New Yorkers didn't fill a prescription because they didn't have the money,” said Deputy Mayor for Health and Human Services Linda Gibbs. “The BigAppleRx card will help millions of New Yorkers without health and drug insurance get affordable prescription medication.”

“Low-cost prescription medication is essential for many people’s health and well-being,” said Dr. Thomas Farley, New York City Health Commissioner. “The BigAppleRx prescription drug discount card will help those that need affordable prescription medication and lead to better health outcomes and a healthier New York City.”

“HealthTrans is honored to be selected to provide such an important initiative to the city of New York and Mayor Michael Bloomberg,” said Jack McClurg, CEO of HealthTrans. “We are thrilled to help New Yorkers access the lowest cost medications available. We know the users of the card are going to be pleased with the valuable prescription discounts they receive.”

“We are thrilled to have been selected to provide the first and only official prescription discount program to the city of New York,” said Michael Oshins, General Manager, Discount Healthcare, HealthTrans. We look forward to providing a program that will help ensure New York City residents won’t have to compromise their health in an effort to keep costs down.”

The BigAppleRx website will serve as a one stop shop for downloading and printing the prescription discount card and other materials, accessing drug education information, comparing drug prices, and locating the nearest participating pharmacies. HealthTrans will operate a New York-based call center that will assist card users, physicians and pharmacists with questions about the program.

About HealthTrans Access

HealthTrans Access, the administrator of the BigAppleRx program, has a proven history in administering discount health plans, and managing one of the largest discount drug programs available in the United States. Currently HealthTrans has 10.6 million discount pharmacy cardholders nationwide, and its discount prescription drug cards have saved members nearly \$225 million since 2006.

About HealthTrans

HealthTrans is a privately held healthcare management solutions company, formed in 2000 with a diverse customer base that includes managed care organizations (MCOs), pharmacy benefit managers (PBMs), workers’ compensation plans, specialty programs, third-party administrators (TPAs), resellers and government-sponsored plans. HealthTrans’ full spectrum of healthcare management products and services include claims processing solutions, full PBM services, medical claims processing, clinical programs, benefits administration services, mail order options and discount healthcare programs. For more information, please visit www.HealthTrans.com.

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