



Fact: Americans die and get sicker every day because they can't afford their medications. **Through the Rx Outreach Program** we can now help the 100 Million People that have NO Prescription Benefits Program or NO Part D, if Medicare-Eligible. An estimated 150 Million Prescriptions go UNFILLED each year due to Prescription Costs. **Together We Can Make A Difference!**

Non-Profit Organizations: Using The Rx Outreach Program As A Fundraising Vehicle & As A Vital Benefit For Your Members

Millions of Americans have to pay top dollar for their medications because they have no Prescription Insurance or they are not part of a large Organization that provides their employees with a Comprehensive Medical Insurance Plan that includes Prescription Drug Coverage. **The people that can least afford it are charged the most:**

- Prescribed Drugs Not Covered by Insurance is HUGE!!!
- This Rx Benefits Card can save users up to 93% off retail.
- 44 Million People are Under Insured or NOT Insured, such as carrying only Major Medical!
- 10 Million Medicare-Eligibles fall into the "Donut Hole" or Coverage Gap.
- 42% of Hispanics have NO Insurance.
- 40 Million Immigrants are Without Insurance!
- 100 Million People Have NO Prescription Coverage or Part D, If Medicare-Eligible.
- 150 Million Prescriptions Go UNFILLED Each Year Due To Cost!
- No Enrollment or Membership Fees.
- Pre-Existing Prescriptions are Covered.
- No Coverage Limit on Use of the Rx Benefits Card!

If your Organization is looking for a fundraiser that provides significant value to your Members and generates a steady stream of revenue for your Organization, you may want to consider distributing Rx Benefits Cards as part of your strategy for 2013. A high percentage of your Members will consider it a gift that adds significant value to their Membership. Benefits include:

- Always receive the lowest Prescription Price, up to 93% no matter where you shop! The Rx Benefits Card is accepted at over 60,000 Pharmacies Nationwide including Walgreens, CVS, Wal-Mart, Target, Sams, RiteAid, Grocery Stores & more.
- When your Member fills Prescriptions; your Organization receives \$1 for each Prescription filled using the Rx Benefits Card.
- This Fundraiser provides residual income that “multiplies” through Members referring their friends, family and colleagues, anywhere in the Nation.

If a Member is not insured or their health insurance does not cover medications, an excellent alternative is a Rx Benefits Card. In some cases these cards are more effective than many insurance plans or at least more comprehensive in that they provide discounts on medications not covered by insurance plans

If your Member’s insurance requires high co-pays, they can ask the Pharmacist if the Rx Benefits Card will save them money. That is sometimes the case. And let’s not forget about the Medicare “donut hole”, Medicare-Eligibles can use the card at that time. This can be a huge savings for our Seniors.

Many people require very expensive medications. Obtaining insurance coverage can become a serious problem and/or very expensive when there is a pre-existing condition. Rx Benefits Cards can save up to 93% on Prescription Drugs at over 60,000 Pharmacies in the United States. These cards can be used over and over by all family members and friends; everyone qualifies.

The Rx Benefits Card is FREE to your Members. When Card Holders present the Rx Benefits Card to their Pharmacist they will receive a discount of up to 93% on their medications. Discounts average 62%.

The discounts are provided by the drug manufacturer and they are highly motivated to continue to do so. Until recently, the general public has only been marginally exposed to this savings vehicle. Most drug manufacturers have been providing discounts on their medications through healthcare organizations only.

Who Benefits From These Programs?

In addition to the uninsured and under insured, almost everyone will have occasion to save money at the Pharmacy by presenting their Rx Benefits Card at some point in time - even the well insured. It provides discounts on every prescription medication approved by the Federal Drug Administration including many that are not covered by insurance plans. Smoking cessation medications, pain management prescriptions, cancer drugs and diabetes supplies are examples of medications that are not normally covered by insurance but can be obtained at greatly reduced rates by presenting the Rx Benefits Card to a Pharmacist. As mentioned above, these cards can also be a true salvation to those in the Medicare “donut hole”.

How Does The Fundraiser Work?

Not every Prescription Drug Card Distributor offers a fundraiser program but the Rx Benefits Card does and makes it very easy to implement. The distributor supplies your Organization with UV coated cards “branded” to your specifications. The only cost to the Organization is a small printing charge.

Your Organization distributes the cards to your Membership through any channels that apply. Each time your Member fills a Prescription; your Organization receives a \$1. **Good News Travels Fast!** Your Members can also refer their family, friends, relatives and colleagues to a designated web site to print a card and the Association receives \$1 from their use as well.

There is even saving benefits for your Members by using the Rx Benefits Card for their pet medications prescribed by the Veterinarian. As well, also includes prescriptions written by your Member’s Dentist.

As fundraisers go, this one meets all of the criteria; it provides significant value to your Members, no substantial cost to the Organization, no creditability risk to the Organization, residual income that “multiplies” through Members referring others, and once introduced to the Members, the Program requires zero maintenance.

Would you like to offer this Rx Outreach Program to your Members? Please visit www.DKT.BenefitsOutreachSpecialist.com to review the following: 1) Sample List of Prescription Savings 2) You Receive a Customized Rx Benefits Card Flyer 3) You Receive a Customized Nationwide Online Print Card, 24 Hours A Day, 7 Days A Week 4) Your Rx Outreach Program’s Registration Form (This is the form to fax in to get started.)

Contact your Benefits Outreach Specialist to answer any questions that you might have and be sure to fax back the Rx Outreach Program’s Registration Form to get started immediately. We will have you up and running within 48 hours and provide you with a quick-start coaching call!

CONTACT INFORMATION:

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