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**Effingham County to Launch New Prescription Drug Savings Program**

December, 2012 – Springfield, GA – The County Commission of Effingham County and the Coast2Coast Rx Card are pleased to announce the launching of a discount prescription program. The **Coast2Coast Rx** card will allow all County residents, regardless of income, age, or health status to participate in the program and save on the cost of their medications. There is no cost to the County or to its residents and an entire family can use the card.

The program has saved cardholders throughout the nation an average of 60% in 2012 on the cost of prescription drugs. Even pets and other people living outside the County are able to take part in the program. The card will be distributed free of charge and may be used at all pharmacy chains and most independent pharmacies in Effingham County and includes over 60,000 drugs in its formulary.

Providing savings for residents through the Rx program will come at no expense to the County. In fact, Coast2Coast will pay the County a royalty of \$1.25 per prescription and the royalty does not increase cardholder cost. Besides the discount on prescriptions, the card also provides discounts on dental, vision, veterinary and hearing services; plus there are discounts on lab and imaging tests and diabetes supplies and equipment for all family members.

Martin Dettelbach, Chief Marketing Officer for Financial Marketing Concepts, Inc., of Ponte Vedra Beach, Florida, the issuer of the **Coast2Coast Rx** free discount card said “we are pleased to work with the County to help individuals, their families and pets combat the rising cost of healthcare.” Dettelbach added, “we appreciate all that the County and local pharmacies are doing to help those in need.”

The **Coast2Coast Rx** card will be available for residents at most participating pharmacies, governmental offices, libraries and County health facilities. Residents will also be able to print the card and view the nearest participating locations at [www.coast2coastrx.com](http://www.coast2coastrx.com).

The **Coast2Coast Rx** card will provide residents with a valuable tool to help maintain their health and wellbeing at an affordable cost. The Association of County Commissioners of Georgia (ACCG) has endorsed the Coast2Coast Rx program. Other Georgia counties with the program include Augusta-Richmond, Banks, Barrow, Ben Hill, Charlton, Chatham, Cobb, Greene, Habersham, Heard, Jackson, Jones, Liberty, Lumpkin, Monroe, Oconee, Peach, Turner, Walton, and White.

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