Instant, point-of-sale prescription discounts.

When pharmacy benefits are not an option, there’s the Rx Consumer Card. Participants simply present their Rx Consumer Card at one of more than 50,000 network pharmacies for discounts on brand-name and generic prescription medications.

• no paperwork
• no restrictive formularies
• fewer hassles

What could be easier?

Rx Consumer Card

Participants are not entitled to prescription drug benefits by virtue of becoming an Rx Consumer Card program participant.

Rx Consumer Card is a value-added program provided by Anthem Prescription Management and administered by Advance PCS®. The program may be altered, vendors changed and/or the program may be discontinued at any time.
The Rx Consumer Card: Prescription Medications at Lower Prices

The Rx Consumer Card, administered by Advance PCS®, provides pharmacy discounts to people without prescription drug coverage. The savings can add up, especially for participants on regular or maintenance medications.

How It Works
1) Participants receive an Rx Consumer identification card and program description.
2) The card is simply shown to the pharmacist at one of more than 50,000 network pharmacies.
3) The pharmacist is informed electronically that the Rx Consumer cardholder is entitled to discounts based on the average wholesale price (AWP) of the prescribed medication.
4) The participant receives the price for that pharmacy, on that day, for the applicable medication.

Lower Fees and Discounts Mean Important Savings
- For brand-name drugs, Rx Consumer Card users pay the average wholesale price minus the negotiated discount rate.
- For generic medications, Rx cardholders pay the lesser of the maximum allowable cost (an industry term indicating, on average, AWP minus a 50 percent discount) or the usual cost of the medication.

Sample Savings

**Brand medication**
Average wholesale price: $50.00
Retail brand drug cost: $55.00*
Participant cost: $43.50
Dispensing fee: $3.50
Total: $47.00
Savings: $8.00
(14.5% discount)**

**Generic medication**
Average wholesale price: $12.00
Retail generic drug cost: $13.20*
Participant cost: $6.00
dispensing fee: $3.50
Total: $9.50
Savings: $3.70
(28% discount)**

1 Rx Consumer Card discounts are only available to the actual participant.

*Assumes a 10 percent retail markup.
**Discount amounts are subject to change without prior notice.

Convenient Access to More Than 50,000 Network Pharmacies
Rx Consumer Card pharmacies are specifically contracted for this program and include the following national chains:
- Albertson Drugs
- Eckerd Drug Stores
- King Soopers
- Kmart Pharmacies
- Kroger Pharmacies
- Longs Drug Stores
- Medicine Shoppe
- Meijer Pharmacies
- Pharm-Mor
- Rite Aid Pharmacies
- Target Pharmacies
- Thriftway Food & Drug
- Walgreens Drug Stores
- Wal-Mart Pharmacies
- Winn Dixie Pharmacies

Simply a Terrific Value
Prescription drugs can be an enormous expense. The Rx Consumer Card helps manage those costs, simply and easily — with fewer hassles.
- **no paperwork**
- **no restrictive formularies**

The Rx Consumer Card. Fast, convenient access to better prescription medication prices.

For more information about Anthem Prescription Management products and services, contact your Anthem Prescription representative, or visit our web site at anthemprescription.com.