



PRESS RELEASE

Available for Release on August 26, 2008

Contact: Holly Miller or Brian Bonotto, (989) 631-3670
hollymiller@unitedwaymidland.org
brianbonotto@unitedwaymidland.org

United Way of Midland County Helps Families Cover the High Cost of Prescriptions

Adequate healthcare in America continues to be a daily struggle. Over 45 million American citizens are uninsured, and even more are under-insured. Nearly one in three Midland County residents struggle to pay for prescriptions due to continually rising costs. Even more alarming, and potentially life-threatening is the fact that many in our community are choosing to simply not fill their prescriptions or to take partial doses to save money.

“United Way of Midland County recognizes how vitally important the health of our community is. Improving and promoting health and self-sufficiency continues to be a primary focus of United Way,” stated Ann Fillmore, Executive Director of UWMC. “That’s why we are so excited to be introducing this new prescription drug discount program called FamilyWize. These discount cards are provided *free of charge* to everyone in our community and there is no enrollment form, paperwork, or fee.”

This free program is available to everyone, whether you are insured, uninsured, or participate in Medicaid or Medicare. There are no age or income restrictions. When you present the card at your local pharmacy, you will be charged the lowest cost available—whether that is through insurance, the FamilyWize program or the store’s promotional price. United Way’s FamilyWize program can also help with drugs that are excluded from your insurance, family members who are not covered, or even purchases made during a deductible period.

Participating is easy. Some local pharmacies have point of purchase displays with free cards you can pick-up at the checkout. Ask for the cards if you don’t see them. Cards are

also available at many local social service agencies in Midland County and online at www.unitedwaymidland.org. Using a copy of the card is also acceptable.

On average, you can expect to see savings of 35% per prescription (for those with no insurance coverage). There is additional information on the program's website at www.familywize.org, such as a tool to look up drug prices, participating pharmacies and to print additional cards for family, friends and co-workers.

United Way of Midland County has joined more than 675 United Ways in all 50 states to save people over \$25 million in the next year. In Midland County alone, we estimate the savings to be over \$500,000 in 2008.

For additional information, contact Brian Bonotto or Holly Miller at (989) 631-3670 or visit our website at www.unitedwaymidland.org.

NOTES TO NEWS MEDIA:

- There is a pdf file of the actual cards (attached) that can also be reproduced in any of your materials. This could easily accompany any news story in print. (Either black & white or color is acceptable.)
- Consider making the pdf of the cards available on your website. You can then direct your viewers, listeners or subscribers to this great community resource. They could download and print the card directly from your website.