



December 10, 2015

Board of County Commissioners
Clackamas County

Members of the Board:

Presentation on Clackamas County Participation in NACo's "Live Healthy" Program

Purpose/Outcome	This is an informational update on Clackamas County's participation in the National Association of Counties "Live Healthy" Program. The program enables Clackamas County residents who are uninsured or underinsured for health care to sign up at no cost to receive discounts on prescription drugs. Residents can also receive low cost discounts on health and dental services.
Fiscal Impact	None
Funding Source	N/A
Duration	N/A
Previous Action	None
Strategic Plan Alliance	1. Ensure safe, healthy and secure communities. 2. Build public trust through good government
Contact Person	Dylan Blaylock, Community Relations Specialist – PGA 503-742-5917

BACKGROUND

The National Association of Counties (NACo) is offering a prescription discount program to uninsured or underinsured residents of Clackamas County. Our residents are eligible for this free service – the NACo Prescription Discount Card Program – because Clackamas County is a NACo member. This program is part of the organization's larger "Live Healthy" program.

Using the discount card program is simple. Residents can sign up online and print out a card that can be used when purchasing prescription drugs. Only one card is needed per family. More than 60,000 retail pharmacies in the US accept this discount, including many of the big chains. Savings range based on store and medication, but on average, card users save 24% off of the regular retail price for a prescription. Even if someone has insurance, they can alternatively use the card in case it offers a greater discount than they would receive.

Additionally, County residents are also eligible for the NACo Health and Dental Discount Programs, each of which provides discounts for dental or vision, hearing, and other lab services for \$7 per person and \$9 per family.

This program is being actively promoted to County residents in hopes of building enrollment and creating broad public awareness. A communications and outreach plan is attached.

RECOMMENDATION

Staff recommends the Board continue to support, promote and encourage Clackamas County residents to improve their well-being and save money by enrolling in NACo's "Live Healthy" program.

Respectfully submitted,

Nancy Newton, Deputy County Administrator

Communications Plan – NACo “Live Healthy” U.S. Counties Program

The National Association of Counties (NACo) is offering a program to Clackamas County residents that are either uninsured or underinsured for health care. The program provides, for those who sign up, free **discounts** on prescription drugs, as well as low-cost **discounts** on health and dental services. More information is available at <http://bit.ly/1RZy9JN>.

This plan details the actions PGA will take to promote the program to the public and our workforce. Deputy Administrator Nancy Newton has already delivered program materials to certain high-traffic public service areas/desks across County facilities.

- **Webpage:** PGA will create a webpage with thorough program information for residents that will cover eligibility, purpose, and costs. This webpage will be highlighted by the County homepage for approximately two months once the public campaign is launched. The webpage will be posted at least one week prior to the Business Meeting presentation (see below).
- **Business Meeting Presentation:** PGA will develop a draft PowerPoint presentation, and script or talking points, for Nancy Newton at an upcoming Business Meeting, to take place either in December or early January, depending on scheduling availability. PGA will deliver these materials to Newton at least one week prior to the presentation.
- **Press Release:** PGA will craft and distribute a press release about the program on the day of the Business Meeting presentation, and follow up with certain media contacts to increase the likelihood of positive coverage. Language taken from this press release will also be posted to the *Oregonian* blog.
- **eNewsletter Story:** The eNewsletter edition which follows the campaign launch will prominently feature a related article and direct people to the newly-created webpage. This article will be teased in the email's subject line.
- **Social Media Campaign/Video Support:** PGA will create an animated series of three short, PSA-style videos that focus on the different components of the plan available to our residents (prescription, health, dental). These will be prominently featured on the County's Facebook and Twitter pages for one month, following the program launch and then intermittently after that.
- **Talking Points for BCC:** PGA will draft talking points for Commissioners (or anyone) upon request if they want to talk about the program in the future.
- **County Weekly Update:** As this program serves individuals who have health care, PGA will distribute explanatory information in the County Weekly Update, as appropriate.