HOW-TO GUIDE:
An easy-to-use resource about your program support materials.

The New and Improved Live Healthy Discount Program:
Marketing Materials Overview

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1. About the Live Healthy Discount Program

The Live Healthy Discount Program is brought to your county, parish or borough by the National Association of Counties (NACo) to offer residents discounts on prescriptions, dental treatments and health costs, including vision procedures, hearing aids and screenings, prepaid lab work, diabetes supplies, 24-Hour telemedicine, 24-Hour Nurse Hotline, and a lot more. This is an easy way to deliver savings to your community and help residents live healthier lives.

More savings, more tools, more benefits: A brief overview of the program

Prescriptions
Residents can use their no-cost prescription discount card for savings at over 66,000 pharmacies at home and across the country. You do not have to sign up or register – simply present your card for instant discounts when you pick up your medications.

Dental
Residents can receive dental discounts on a wide range of procedures and services for a low monthly or annual fee. Includes check-ups, x-rays, cleanings, dentures, root canals, extractions and more.

Health
Health discounts are available for a wide range of services, supplies and more for one low monthly or annual fee. Includes discounts on vision, hearing and diabetes supplies.

Minute Clinic®
Nurse Practitioners and Physician Assistants are available to administer many services including vaccinations, physicals, blood pressure screenings and more.

<table>
<thead>
<tr>
<th>Program</th>
<th>Monthly Individual Fee</th>
<th>Annual Individual Fee</th>
<th>Monthly Family Fee</th>
<th>Annual Family Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescription</td>
<td>No Cost</td>
<td>No Cost</td>
<td>No Cost</td>
<td>No Cost</td>
</tr>
<tr>
<td>Health</td>
<td>$5.95</td>
<td>$59.00</td>
<td>$7.95</td>
<td>$69.00</td>
</tr>
<tr>
<td>Dental</td>
<td>$5.95</td>
<td>$59.00</td>
<td>$7.95</td>
<td>$69.00</td>
</tr>
</tbody>
</table>

Save more than $12 Individual / $26 Family when you pay upfront for one year.
To reintroduce the program and inform local government officials about the new benefits and additional savings that residents can receive, we created the “Saving Feels Better” campaign to promote awareness.

**Enhancements to the program include:**

- New services available including telemedicine and Minute Clinic
- Additional savings opportunities, and improved prescription savings
- Lower prices for the health and dental components of the program

The marketing campaign was developed to better communicate the program benefits to your residents who may be unfamiliar with the Live Healthy Discount Program – or for those who may have thought it was not available to them. You can be sure that the program is available to all your residents to help defray out-of-pocket costs that are not covered by health insurance.

**What do we want to communicate?**

“Saving Feels Better” is the message we want to communicate because it refers to every aspect of savings and health. Our neighbors feel better when they save money…and they continue feeling better when they can have access to affordable care when they need it.

**Who can take advantage of the marketing?**

Every NACo member county, parish and borough can take advantage of the free marketing support materials. Ordering materials has been made easier than ever through the creation of a self-service portal, available 24/7, with customization options to fit your unique needs.
3. New Self-service Portal

The Live Healthy Discount program support materials can be ordered through the new self-service portal at no cost to the local government office. As a government official, you have the ability to order and replenish any of the materials you need to keep your residents informed and involved. While you can quickly order anything from printed materials, to new discount cards, to online advertisements, your residents continue to benefit from the program by saving time and money, while living a healthier, happier life.

The portal has been designed for easy access and offers a variety of customization tools to fit your local government needs. You will even have access to a library of images to choose from. Simply log in using your credentials, personalize your pieces and place your order. You will receive your materials within 2 weeks of placing your order.

Your link to the portal is: LiveHealthy.myprintdesk.net

Below are some helpful screen shots to walk you through the process:

Using your login credentials, you can gain easy access to the online portal to order additional materials when ready...

The Catalog page provides access to the available materials that you can customize with your county name and place orders.
Here’s a quick overview of the campaign marketing materials you can order through the online portal:

1. County website boilerplate messaging
2. Prescription card carrier
3. Acrylic stand and inserts
4. Poster
5. Print ad
6. Informational FAQ
7. Brochure
8. Statement insert
9. Digital ad
10. Facebook post
11. Resident-facing informational website

Usage considerations

There are a number of different places the Live Healthy marketing materials can be used (pending permission in some cases). In addition to the following, we’ve included ideas for each component on the subsequent component pages.

- The lobby or front desk areas of local government offices
- The hallways of government buildings
- Local library bulletin boards and community areas
- Community centers, YMCAs, Civic centers, Rec centers
- Local post offices
- Welcome centers, athletic parks, social centers
- Gas stations, grocery stores, convenience stores
- Cultural centers, local theaters
- Amusement park offices, fairgrounds, racetracks
5.1 Website Boilerplate Message

Description: We want to ensure that everyone gets the same opportunity to participate in the program. That's why we’re providing you with messaging below that you can use online whenever you describe the features of the Live Healthy Discount Program.

The National Association of Counties (NACo) developed the Live Healthy Discount Program to offer residents discounts on prescriptions, dental treatments and health costs – including vision and hearing services.

You choose to participate in as much of the Live Healthy program as is available to you. Residents receive prescription discounts at no cost, while health and dental discounts come at a modest fee.

• Save an average of 30% on the price of your prescriptions when you present your card at the pharmacy
• Residents have an affordable option to take advantage of health services through the Live Healthy Program, including vision, hearing, diabetes supplies, and telemedicine
• Residents can save up to 50% on most dental services at more than 110,000 dentists and specialists, as well as 15% to 75% at a large network of health providers

Considerations:

• Use the Live Healthy website boilerplate messaging on the Health and Well-Being page of your County / Parish / Borough website
• It can also be used on your social media properties like Facebook and Instagram
5.2 Prescription Card Carrier

Description: This includes some brief program details and the discount card that residents can cut off and keep for use.

Size: 3.375” x 9.25”

Note: The county, borough or parish name highlighted in magenta on all documents is where the name of your locality will display.

Considerations:

- Use the prescription card carrier with the acrylic stand and insert and place in government office buildings where counter or table space allows.

- Ask local doctor, dentist offices and Urgent Care facilities to see if they would allow you to place the prescription card carriers in an acrylic stand on a table or counter in the waiting room.

- Consult with your local hospital to see if you can display the acrylic stand with prescription card carriers in the waiting room and common areas.

- For locations willing to display the cards and stands, NACo can ship materials to them directly through the online portal.

Front:

Saving feels better.
The new and improved Live Healthy Discount Program.

Instant savings on your prescriptions without having to shop around.

- No cost to all residents – and your pets
- Save money at 66,000 pharmacies at home and nationwide
- Save an average of 30% on prescriptions, no coupons needed
- Your Live Healthy Discount card works even if you have health insurance.

Go to LiveHealthyCard.com or call 1-877-321-2652 for more information.

Here is your No-cost Prescription Discount Card.

<table>
<thead>
<tr>
<th>Live Healthy</th>
<th>(Your County name here)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RxBIN: [XXXX]</td>
<td>RxGRP: [XXXX]</td>
</tr>
<tr>
<td>RxPCN: [XXXX]</td>
<td>Issuer: [XXXX]</td>
</tr>
<tr>
<td>ID: [XXXX]</td>
<td></td>
</tr>
</tbody>
</table>

This is NOT insurance.

Back:

There’s more included in the Live Healthy Discount Program than ever before:

- Family pets included. Did you know that you also receive discounts on prescriptions for your pets?

*Savings may vary by drug and by pharmacy. Discounts are only available in participating pharmacies.

The Prescription Discount Card is offered by CVS Caremark®. This is NOT insurance. By using this card, you agree to pay the entire prescription cost less any applicable discount. Prescription Savings cannot be combined with any other discounts. Refer to the full prescription information for restrictions.

Go to LiveHealthyCard.com or call 1-877-321-2652 for more information.

<table>
<thead>
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</tr>
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<td>RxBIN: [XXXX]</td>
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</tr>
<tr>
<td>RxPCN: [XXXX]</td>
<td>Issuer: [XXXX]</td>
</tr>
<tr>
<td>ID: [XXXX]</td>
<td></td>
</tr>
</tbody>
</table>

This is NOT insurance.

Considerations:

- Use the prescription card carrier with the acrylic stand and insert and place in government office buildings where counter or table space allows.

- Ask local doctor, dentist offices and Urgent Care facilities to see if they would allow you to place the prescription card carriers in an acrylic stand on a table or counter in the waiting room.

- Consult with your local hospital to see if you can display the acrylic stand with prescription card carriers in the waiting room and common areas.

- For locations willing to display the cards and stands, NACo can ship materials to them directly through the online portal.

Note to Texas Consumers: You may contact the Texas Department of Insurance if you remain dissatisfied after completing this program’s complaint process.
5.3 Acrylic Stand and Inserts

Description: This is an acrylic display stand with an 8.5” x 11” insert. The inserts will be updated per season, allowing you to get renewed interest in the program by simply sliding new inserts into the back of the stand. Place the prescription card carriers in the front pocket.

Size: 8.5” x 11”

Considerations:

- Use the acrylic stand and insert to house the prescription card carriers and place in government office buildings where counter or table space allows
- Ask local doctor, dentist offices and Urgent Care facilities to see if they would allow you to place the prescription card carriers in an acrylic stand on a table or counter in the waiting room
- Consult with your local hospital to see if you can display the acrylic stand with prescription card carriers in the waiting room and common areas
5.4 Poster

Description: This large format poster can be displayed to attract attention.

Size: 12” x 18”

Considerations:

• The posters are best used in common areas of government buildings, offices, and hallways where they can be prominently displayed

• Another good option for the posters are on local bulletin boards at the library, community areas and local businesses
5.5 Print Ads

**Description:** These downloadable ads are ready to be personalized and sent to local publications.

**Size:**
- 9.5” x 13.25” (full page)
- 9.5” x 6.55” (half page)
- 3.65” x 8.625” (quarter page)

**Considerations:**
- The ads have been developed to be used in local papers, magazines and circulars to help get the word out to residents
- They are print-ready and can be sent directly to your publications once you have entered your county, borough, or parish name
- If these sizes do not fit your needs, contact us at membership@naco.org
5.6 Informational FAQ

Description: This printed piece contains frequently asked questions about the Live Healthy Discount Program.

Size: 8.5” x 11”

Considerations:

- Place in the lobby or front desk areas of local government offices and libraries
- Post on community bulletin boards in community centers, YMCA’s, Civic centers, Boys and Girls club and other local facilities
- Keep them handy to answer questions and pass them out to residents
- Provide this information to other government departments and inform colleagues in other offices about the program
Description: The helpful brochure has more details about the program and its benefits. Also includes a no-cost Prescription Discount Card.

Size: 14.5" x 8.5" flat; 3.5" x 8.5" folded

5.7 Brochure

The new and improved Live Healthy Discount Program.

Money-saving prescription, health and dental discounts for [Your County Name Here] residents.

The National Association of Counties (NACo) has developed the Live Healthy Discount Program to offer residents discounts on prescription, dental, hearing and vision services. There are no costs associated with enrolling in this program.

Residents can participate in additional programs for prescription, health and dental discounts.

MinuteClinic® Discounts

MinuteClinic® offers:
• Nurse Practitioners and Physician Assistants
• No appointment necessary
• Offered in select CVS Pharmacy® or Target stores

MinuteClinic® is a medical walk-in clinic located inside select CVS Pharmacy® or Target stores.

No-cost Prescription Discounts

Residents who have insurance can also use the no-cost prescription discount portion at the pharmacy.

Low-fee Dental Discounts

Residents can save up to 50% on most dental services at more than 11,000 dentists and specialists. Services include:
• Routine and in-depth check-ups
• Child and adult cleanings
• Molar and bite-wing and panoramic x-rays
• Composite fillings (white), root canals, simple extractions, full upper dentures and more

Low-fee Healthy Discounts

Residents have an affordable option to take advantage of health services through the Live Healthy Program. Services include:
• Save 30% on the retail price of frames with the purchase of a pair of glasses
• Other discounts include eye exams, lenses, accessories, contact lenses and more
• Access over 10,000 providers including LensCrafters® , Pearle Vision® , Nationwide Vision®, as well as independent optometrists, ophthalmologists and opticians

Hearing

• Receive complimentary screenings
• Save up to 35% on the price of hearing aids
• More than 2,500 participating locations

Diabetic Supplies

• Save on prescription and over the counter diabetic supplies
• Inside pharmacies can be discovered through the no-cost prescription discount portion of the Live Healthy Program

Telemedicine

• Unlimited calls with a clinician for the member family with no consultation fee

Live Healthy resident costs for prescription, health and dental discounts:

<table>
<thead>
<tr>
<th>Program</th>
<th>Individual</th>
<th>Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical</td>
<td>$15.00</td>
<td>$30.00</td>
</tr>
<tr>
<td>Dental</td>
<td>$15.00</td>
<td>$30.00</td>
</tr>
</tbody>
</table>

Simply cut out the Live Healthy Discount Card to start using it the next time you purchase your medications. Insert it to the pharmacist at the checkout.

Considerations:

• Can be used in the acrylic stand or placed in stacks in local offices and hospitals
5.8 Statement Insert

Description: If applicable, you can order this piece to accompany a local notice or bill.

Size: 3.375” x 9.25”

Considerations:

- Best used as an insert to a utility or tax bill being delivered directly to the home or place of business (in the case of small business owners)
5.9 Digital Ad

Description: Downloadable ad ready for digital publication once personalized to your locality.

Size: 636 x 320 pixels

Saving feels better. Instant savings on your prescriptions without having to shop around.

The Live Healthy Discount Program is new and improved!

Considerations:

- Place on your county / parish / borough website to direct residents to the newly updated LiveHealthyCard.org website where they can find information about every aspect of the program.
**5.10 Facebook Post**

**Description:** Downloadable post ad ready for Facebook publication once personalized to your locality.

(Post or sponsored ad)
The no-cost Live Healthy Discount Program

(Headline)
Save an average of 30% on prescriptions starting today.

(Subhead)
Save on your prescriptions without having to shop around or worry about downloading coupons. (See more)

- No cost to residents of <Enter County Name>
- Save on prescriptions at participating pharmacies at home and nationwide
- Discounts work if you don’t have insurance or if your insurance doesn’t cover a prescription
- Learn more at LiveHealthyCard.com

[Image]

It’s easy to get your Live Healthy Discount Card. Click for more details

106-50678AK 020520

**Considerations:**

- Use on your county / parish / borough Facebook page as a post or as a paid advertisement. Not sure how to advertise on Facebook? Click here for easy-to-follow resources that can help you plan your next Facebook ad campaign.
5.11 New Resident-facing Informational Website

Description: This new, easy-to-navigate website lets your residents check out all of the benefits of the Live Healthy Discount Program.

The Live Healthy Discount Program is provided to you in a joint effort by participating county, parish and borough governments, and the National Association of Counties (NACo). It offers savings on prescriptions and services to support individuals and families. Discover the various components of the program and see if your county participates by clicking “learn more” below.

No-cost Prescription Discount Program
- Save money at 66,000 pharmacies at home and nationwide.
- Save an average of 30% on the retail price of prescription medications.
- Provides discounts on check-ups, cleanings, fillings, crowns, x-rays, root canals and more.

Low-cost Prescription Discount Program
- Save money at 66,000 pharmacies at home and nationwide.
- Save an average of 30% on the retail price of prescription medications.

Low-cost health discounts nationwide
- Save 15% to 75% at large network providers.
- Discounts on vision services, hearing aids and screenings, diabetes supplies, prepared lab work and more.

Low-cost dental discounts nationwide
- Save 15% to 75% at 100,000 providers.
- Provides discounts on check-ups, cleanings, fillings, crowns, x-rays, root canals and more.

MinuteClinic® services
- Medical walk-in clinic located inside select CVS Pharmacy® or Target stores.
- Expect to save 10% (up to $10) per visit.

Learn more and start saving today.

Providers across the country have joined us in saving you money and providing affordable health services. Thousands of residents save money every day on prescription, dental and health services. There are no qualifications and you cannot be denied access if your local county, parish or borough participates in the program.

Disclosures
This is NOT insurance. Discounts are only available at participating pharmacies. By using this card, you agree to pay the entire prescription cost less any applicable discount. Savings may vary by drug and pharmacy location. This Plan provides discounts for certain brands, generics, pharmaceutical supplies, prescription medications, vision and/or dental services offered under the Plan. The Plan will varydepending on the type of provider and products. In some cases, members receive a direct discount off the listed price of the drug or product. The Plan is not intended to be a substitute for group health or dental insurance, does not provide insurance coverage, and will not change as members age or change their prescription or product needs. The Plan is not insurance or an insurance replacement. Discounts are provided at the pharmacy level only and do not affect the premium. The Plan is provided by Alliance HealthCard of Florida, Inc., P.O. Box 630858, Irving, TX 75063. To enroll, call 1-877-321-2652 for more information or visit the provider locator for a list of providers. Discounts are available at participating pharmacies. The Plan is only available in the 50 United States, D.C. and Puerto Rico. The Plan is for individuals and families. The Plan does not make and is prohibited from making members’ payments to providers for products or services received under the Plan. The Plan member is required and obligated to pay for all discounted prescription drugs, medical and pharmaceutical supplies, services and other services received under the Plan. The Plan does not issue insurance policies, does not accept premium payments, is not affiliated with any insurance company, and is not an insurance policy. The Plan is not intended to be a substitute for group health insurance. The Plan is not insurance or an insurance replacement. The Plan is not intended to be a substitute for government-provided health benefits. The Plan members are not entitled to receive the Plan discounts in lieu of any government-provided health benefits. The Plan is for individuals and families. The Plan is the property of Alliance HealthCard of Florida, Inc. © 2020 CVS Health. All rights reserved.
You decide the level of your participation and how much opportunity you want for your residents to participate and save. The support materials are provided at no cost to county, borough, and parish governments. NACo provides additional support through their website and the LiveHealthyCard.com website, along with direct access to NACo resources by phone.

**Websites for more information**

Information for Counties: [www.NACo.org/health](http://www.NACo.org/health)

Resident Resources: [www.LiveHealthyCard.com](http://www.LiveHealthyCard.com)

**Contact us for help**

NACo Membership Team

Email: LiveHealthy@naco.org

Phone: 888.407.NACo (6226)