

**Centers for Medicare & Medicaid Services**  
**Medicare-Approved Prescription Drug Discount Cards**  
**Summer National Multi-Media Campaign**

(August 2004)

**Background**

In December 2003, the President signed into law the Medicare Prescription Drug, Improvement and Modernization Act of 2003, which includes the new Medicare-approved drug discount cards designed to help people who are covered by Medicare with the cost of prescription drugs. The discount cards provide immediate savings on prescription purchases by cardholders. Starting in May 2004, people with Medicare began voluntarily enrolling in Medicare-approved drug discount cards.

In the spring, the Centers for Medicare & Medicaid Services (CMS) launched a national multi-media campaign to educate Medicare beneficiaries on the Medicare-approved prescription drug discount cards and other ways to access more affordable prescription drugs. The campaign was designed to help people with Medicare make better use of their Medicare services and other prescription drug assistance programs for which they may qualify.

With the summer national multi-media campaign, CMS continues to emphasize the value of the drug discount cards for people who pay for drugs out of their own pocket. We are informing beneficiaries of the savings already received by those who have enrolled in discount cards and encouraging them to call 1-800-MEDICARE to find out more, begin the enrollment process and start saving. A bi-fold pamphlet in English and Spanish (both attached) will also be mailed this summer to Medicare beneficiaries with lower incomes to reinforce these messages.

The multi-media campaigns are part of CMS's broader, ongoing National Medicare Education Program to help all people with Medicare and their caregivers get the information they need to make more informed health care decisions.

**Objective**

To provide accurate and reliable information about prescription drug discount cards approved by Medicare to consumers, including people with Medicare and their caregivers, in order to help Medicare beneficiaries save money on their prescription drug costs.

**Messages**

The drug cards provide CMS an opportunity to educate Medicare beneficiaries--particularly those without drug coverage--on ways to access more affordable prescription drugs. The campaign focuses on beneficiary savings with a drug card and the value of enrolling. Specific messages include the following:

- Millions of people with Medicare are already saving on their drug costs with a Medicare approved drug discount card.
- Medicare-approved drug discount cards will give you savings on your out-of-pocket costs for prescription drugs.
- Call 1-800-MEDICARE now to get the enrollment process started to get a card and get saving.

## **Media**

The general market media placement will consist of a new national television advertisement, as well as print and Internet advertising. The campaign will also include the same Spanish language advertising that ran in the spring, including the television ad, “Farmacéutico,” as well as radio, print and Internet ads. The Spanish language ads feature the \$600 credit for those with lower incomes and a call to action to find out more by calling 1-800-MEDICARE.

## **Timing**

The campaign advertising runs for six weeks beginning August 23 through October 3, 2004.