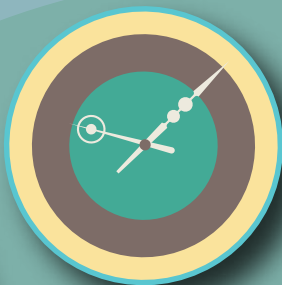


FLORIDA

MEDICAL

MAGAZINE

FALL VOLUME 2014



Balancing Act

Navigating the intersection
of career and family



Avoid the top 5 coding mistakes

What's affecting your reimbursements?

A Q&A with FMA President Alan Pillersdorf, M.D.



FMA
FLORIDA MEDICAL ASSOCIATION

FloridaRxCard

www.floridarxcard.com

IT WORKS!

Florida residents have saved over \$63 Million through the Florida Rx Card

Florida Rx Card offers free prescription assistance cards and is open to all residents of Florida. There are no applications, no waiting periods, and no enrollment forms to fill out. Save up to 75% on rx medications at more than 56,000 pharmacies nationwide. Both brands and generics are included.



For more information or to order FREE hard cards, please contact:
Brandon L. Knox • bknox@floridarxcard.com • 850-855-6030
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Compliments of:



FloridaMedical
ASSOCIATION
Helping Physicians Practice Medicine

Florida Rx Card
Preferred Pharmacy:

CVS/pharmacy



“Florida Rx Card is an important and valuable program for the residents of our state.”

- Dr. Ronald F. Giffler, M.D., J.D.
Florida Medical Association Treasurer



common in many health savings accounts (HSA) and high deductible health plans.

Another unique component of the program is their preferred pharmacy option. Florida Rx Card has chosen CVS/pharmacy as their preferred pharmacy so that residents who don't have access to a computer and can't obtain a hard card, can visit any CVS/pharmacy to have their prescriptions processed through Florida Rx Card. Residents can simply reference "Florida Rx Card" to have their prescription processed through the program. Florida Rx Card is accepted at over 56,000 participating regional and national pharmacies.

"We strongly believe that this is an easy and innovative way to help the residents of Florida find affordable prescription options," states Program Development Director, Brandon Knox.

More Floridians Have Access to Prescription Savings

Statewide Prescription Assistance Program Offers a Prescription to High Healthcare Costs

The Centers for Disease Control reports that Americans spend more on prescription drugs than people in any other country: some \$45 billion in out-of-pocket dollars in the last year alone. With that in mind, the Florida Rx Card is reminding physicians that their patients who aren't insured or who take prescription drugs that aren't covered by their health insurance plans, can use the Florida Rx Card to obtain discounts of up to 80 percent off the retail price for brand and generic FDA-approved medications.

Florida Medical Association has been working closely with Florida Rx Card to distribute free discount prescription cards to all Floridians. The goal of the partnership is to provide additional card distribution channels and create awareness so that all residents will have access to this free statewide prescription assistance program. Florida Rx Card was launched to help the uninsured and underinsured residents afford their prescription medications. The program can also be used by people that have health insurance coverage with no prescription benefits, which is

Florida Rx Card has helped residents save over \$63 million since its inception in August 2007. You can help by encouraging your patients to print a free card at www.FloridaRxCard.com or www.flmedical.org. Florida Rx Card is also available as an app for iPhone and Android. You can search "Free Rx iCard" in the app store.

Any physicians who are interested in ordering free cards for their clinic/hospital can email Brandon Knox, Program Development Director, at bknox@floridarxcard.com.

