



Health Care Forum

Innovative Program Helps You Manage Your Health And Get Medicine

(NAPSA)—There's heartening news for low-income seniors trying to manage their health. The Pfizer for Living Share Card Program offers significant health benefits for low-income seniors.

The Share Card Program provides a range of immediate health benefits to enrollees, including:

- The Share Card, which enables program participants to buy up to a 30-day supply of most Pfizer prescription medications for a flat fee of \$15 per prescription.

- A call center, with live operators, to request enrollment materials and learn about other health services and benefits that may be available to them; and

- Easy-to-read health information on their medical conditions.

To qualify for the Share Card, individuals must be enrolled in Medicare, have a gross income of less than \$18,000 (less than \$24,000 for couples), and have no prescription drug coverage and not be eligible for Medicaid or any other publicly funded prescription benefit program. Individuals who don't qualify for the card are still welcome to call to receive information on managing their health.

Since the program's launch in January, over 1 million Medicare enrollees nationwide have re-

To qualify for the Share Card, a patient must be:

1. A Medicare enrollee;
2. Have individual reported gross income below \$18,000, or joint reported gross income below \$24,000;
3. Have no other prescription coverage; and
4. Have no prescription drug coverage and not be eligible for Medicaid or any other publicly-funded prescription benefit program.



quested applications for the Share Card. There are currently more than 150,000 people enrolled in the program and more people join every day.

Share Card Program enrollees are actively using their Share Cards to fill Pfizer prescriptions at their local pharmacies all over the country. In fact, the Pfizer Share Card can be used at over 47,000 retail pharmacies nationwide, including chains such as CVS and Wal-Mart and many independent stores. The card enables enrollees to pay \$15 for most Pfizer medicines, including therapies for many medical conditions such as high blood pressure, high cholesterol, dia-

betes, Alzheimer's and depression. Pfizer markets nine of the 50 most prescribed medicines for Medicare enrollees; no other company has as many medicines on this list.

The Share Card reflects Pfizer's commitment to providing access to the world's best pharmaceutical medicines. For the past 20 years, the company has worked to provide prescription medicines to millions of low-income Americans through a variety of prescription assistance programs and the Sharing the Care program. Last year alone, more than 1.4 million low-income patients received medications with a wholesale value of \$320 million.

The program has been praised by leaders such as Florida's Governor Jeb Bush and organizations such as the Alliance for Aging Research have called it "a bold, wise and humane response."

Health and Human Services Secretary Tommy Thompson said that with this program, "Pfizer is showing outstanding leadership and providing critical help to some of our seniors who need it most."

Share Card applications are available by calling 1-800-717-6005 and additional information is available at www.pfizerforliving.com.