

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: October 1, 2013

☐ Consent ☒ Regular
☐ Public Hearing

Department: Administration

Submitted By: Legislative Affairs

Submitted For: Legislative Affairs and Human Services

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to approve: the disbursement of funds from the marketing reimbursement fee received by Palm Beach County from the National Association of Counties' (NACo) Prescription Drug Discount Card.

Summary: On June 19, 2007, the BCC approved a contract with NACo and Caremark, for the purpose of proceeding with the Managed Pharmacy Benefit Consumer Card Program. Palm Beach County began participating in the NACo Prescription Drug Discount Card program in September 2007. In January 2012, NACo announced the addition of a transaction revenue sharing fee option. In June 2012, the BCC approved this option and has received the marketing reimbursement fee of \$1 for each filled prescription. Since the start of the marketing reimbursement fee, Palm Beach County has collected \$13,487. In order to manage the marketing reimbursement fee, the County is requesting approval to use proceeds from the card for the following:

- 1) Advertising and marketing related to health care initiatives including the Prescription Drug Discount Card Program
- 2) Human Services – co-pays for prescription drugs for individuals under certain income thresholds
- 3) Senator Philip D. Lewis Center – health care needs
- 4) Animal Care and Control – medical equipment
- 5) Senior Centers – programming for health related initiatives
- 6) Wellness programs – support for County sponsored wellness programs.

Funds received from the program will be deposited in the appropriate budget line and distributed by county administration based on collaborative recommendations from employees representing Community Services, Public Safety, and Public Affairs. Countywide (DW)

Background and Justification: In September 2007, staff from the Division of Human Services and Department of Public Affairs implemented a program to market and distribute the NACo Prescription Drug Discount Cards to residents across the County. From the program onset through July 2013, uninsured and underinsured Palm Beach County residents who used this discount card have saved almost \$7 million. Since the inception of the program, NACo Prescription Drug Discount Card utilization and corresponding resident savings have declined particularly over the past two years. This has been from increased competition from other card discounts and a lack of marketing the benefits of utilizing the NACo card. The use of these funds will help to jumpstart the county's new marketing efforts of the Prescription Drug card and to help fund some projects in the health care, animal care, and human service areas. These programs provide a nexus to the ultimate source of the funds which is derived from the filling of prescription drugs for human and animal consumption.

Attachments:

Recommended by: [Signature] 9/16/13
Department Director Date

Approved By: [Signature]
County Administration Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact: N/A

Fiscal Years	20 <u>13</u>	20 <u>14</u>	20 <u>15</u>	20 _____	20 _____
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	<u>13,487</u>	<u>26,000</u>	<u>28,000</u>	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	<u>(13,487)</u>	<u>(26,000)</u>	<u>(28,000)</u>	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
NET FISCAL IMPACT	<u>0</u>	<u>0</u>	<u>0</u>	_____	_____
No. ADDITIONAL FTE POSITIONS (Cumulative)	_____	_____	_____	_____	_____

Is Item Included In Current Budget? Yes ☒ No ☐
 Budget Account No.: Fund 0001 Department 148 Unit 1317
 Object Various - Rev. 6999 Reporting Category _____

B. Recommended Sources of Funds/Summary of Fiscal Impact: N/A

Funds for this program will be derived from a marketing fee of \$1 received for each prescription filed using the NACo Prescription Drug Discount Card. It is estimated that the first year fiscal impact would be approximately \$13,487 and subsequent years increasing as efforts to market the use of the card increase.

C. Departmental Fiscal Review:

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Dev. and Control Comments:

N. Diaz 9/23/2013 Dr. J. Jacobson 9/24/13
 OFMB 9/25 9/20/13 Contract Dev. and Control 9-24-13

B. Legal Sufficiency:

[Signature] 9/23/13
 Assistant County Attorney

C. Other Department Review:

 Department Director