

# NAA

## NAA Sponsorship Referral Process

**TERMS AND CONDITIONS:**

Participating pharmacies must transmit prescription claims online to Pharmacy Data Management using Ameriscript Network or see below.

This card is not insurance.

This card is owned by URx Program. URx program may revoke, repossess, modify or cancel at any time. Use of this card constitutes acceptance thereof. The unauthorized or fraudulent use of this card to obtain prescription drugs is punishable by law. The person named on this card assumes responsibility for proper use of the card.

For inquires on electronic claim submission, Pharmacies may call **1-800-329-0988**.

**PHARMACIST INSTRUCTIONS:**

Process claims through  
Pharmacy Data Management

Processor ID:/BIN #: **610020**

Processor Control #: **URX001**

**Points of Care**

Name:

ID #:

POC Group #: **NAA222**

Coverage: **Family**

Member Services: **540-777-7179**

Mail Order Pharmacy: **1-800-742-0504**

Powered by:



A Member Benefit of:



[www.naarxcard.com](http://www.naarxcard.com)

## PARTICIPATING RETAIL PHARMACIES

ACME Pharmacy  
Albertson's Pharmacy  
Bi-Lo  
Bi-Mart  
Brooks Pharmacy  
Brookshire Pharmacy  
CUB Pharmacy / SuperValu  
CVS Corporation  
Dillon Pharmacy  
Dominick's  
Drug Town  
Duane Reade  
Eckerd  
Epic Pharmacy  
Family Fare  
Food City  
Fred Meyer Pharmacy  
Fred's Pharmacy  
Fruth's  
Fry's Pharmacy  
Giant Eagle, Inc.  
Glen's Pharmacy

HEB Pharmacy  
Hy-Vee Pharmacy  
K-Mart Corporation  
K-VA-T Food Stores  
Kroger Pharmacy  
Long's Drug Store  
Medicap Pharmacy  
Meijer Pharmacy  
OSCO Pharmacy  
P&C Food Market  
Pamida Pharmacy  
Publix Pharmacy  
Quality Markets Pharmacy  
Randall's Pharmacy  
Rite-Aid Corporation  
Safeway Supermarket  
Sam's Club Pharmacy  
SAV-ON Pharmacy  
Seaway Pharmacy  
Shaw's Pharmacy  
Shop & Save  
Shopko Pharmacy

Shop-Rite  
Smith's Pharmacy  
Snyder Drug Emporium  
Spartan Drugs  
Star Pharmacy  
Stop & Shop Pharmacy  
Super D Drugs  
Target Pharmacy  
The Medicine Shoppe  
The Pharm  
Third Party Station  
Tom Thumb Pharmacy  
Top's Pharmacy  
USA Drug  
USA Express  
Von's Pharmacy  
Walgreen's  
Wal-Mart  
Weis Market Pharmacy  
Winn-Dixie

# Why Use Universal Rx Card

- 1. Agents don't average enough referrals**
- 2. Perceived as a "soft touch" marketing tool**
- 3. Creates an "initial" and "on-going" family relationship**
- 4. Validates that NAA really does care about NAAS' clients**

# What Is Universal Rx?

- **No Cost Discount Prescription Drug Card**
- **Covers all household members**
- **Can be used in lieu of or in addition to any other card they have**
- **Recommend that they work with their pharmacists to make sure they get the best discounts**

# Benefits of the Universal Rx Card

- **25 - 50% average savings/script**
- **\$12.00 average savings/script**
- **Other benefits – vision, hearing, diabetic supplies, *etc.***
- **GUARANTEED THE LOWEST COST THAT DAY AT THE PHARMACY FOR YOUR DRUGS**
- **Can be used to obtain discounts on over 4,000 prescription drugs not covered by Part D plans for service**

# How to Use as a Marketing Tool

- A. Call existing policyholders  
(Refer to telephone script)**
- B. Use as a referral tool – restricted  
benefits**
- C. Use as a value added, no cost  
benefit**
- D. Use as a lead to contact small  
businesses**

# **NAA Agent In Home Rx Script**

## **Rx Card Sponsorship Referral Transition**

**(Memorize it)**

**“Now, ( \_\_\_\_\_), all I need to do to enroll you and your family in our new no cost PDC is to record everyone that resides at your home address.”**



# **NAA Agent In Home Rx Script**

**“Now that you have enrolled, I can allow you to sponsor up to three people to receive their NO COST Prescription Discount Drug Card – but I can only offer it to family or friends, not both. So do you want to sponsor family or friends today?”**

# **NAA Agent Rx In Home Script**

**(Note): If they hesitate, refer back to your warm-up when you looked at their family and friends pictures**

# **NAA Agent Rx In Home Script**

**Earlier you shared with me some of your friends and family – which should we sponsor first – friends or your family?”**

**(Note): Look down at your Rx Card Sponsorship Referral form & get ready to write.**

# NAA

## New No-Cost Rx Household Sponsorship Card Program

*All information must be COMPLETE to qualify for the NO-COST card*

Client Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_

NAA Servicing Agent \_\_\_\_\_ Date Reviewed \_\_\_\_\_

Family Members: Name Relationship

1. \_\_\_\_\_  
Phone Address

\_\_\_\_\_ Name Address

2. \_\_\_\_\_  
Phone Address

Signature \_\_\_\_\_

Friends or Family Sponsorship:

Name Relationship

1. \_\_\_\_\_  
Phone Address

\_\_\_\_\_ Name Address

2. \_\_\_\_\_  
Phone Address

\_\_\_\_\_ Name Address

3. \_\_\_\_\_  
Phone Address

\_\_\_\_\_

# Sponsorship Rx Card Referral Script

- 1. Review benefits and features from Universal Rx flyer**
- 2. Then complete the Sponsorship Referral Form**

# Sponsorship Rx Card Referral Script

**“(Mr./Mrs. Policyholder) – Now let’s complete your enrollment” – (When your get to the bottom section of your Sponsorship Referral Form, get their signature to verify that they have listed all of their household members living at this address that can use the card), then say . . .**

## **Sponsorship Rx Card Referral Script**

**“Now that you have enrolled, I can allow you to sponsor up to 3 people. The only other restriction is they have to be family or friends. Earlier, you told me you have both – who do you want to initially sponsor to have this benefit?”**

# **Sponsorship Rx Card Referral Script**

**“Family ( your daughter, son, daughter-in –law or son-in law, etc.)?”**

**Good – what is their address and best telephone number and time to contact them? O.K.! Now there are Do Not Call laws, so how would you suggest I contact them? Oh! You’ll call them? Go ahead. I appreciate that!”**



# **Sponsorship Rx Card Referral Script**

**(Note): If they won't call, you have an option to:**

- 1. Have them sign a Sponsorship letter, and you mail it out or NAA will and ask them to contact us.**

# Frequently Asked Questions About the RX Card

- What do you do if you get a referral (or sponsor) not related to a lead?
  - If a client sponsors family or friends (so that person is not directly related to a lead), you should give the sponsored person a GENERIC RX CARD
  - On the generic card you will write in the person's name and ID #
  - The ID # can be any number--we suggest writing in the 1st 9 digits of their phone number so it's not likely to repeat.
  - The RX card is activated on Universal's end when presented and used for the first time at the pharmacy...

# Frequently Asked Questions About the RX Card

- What do you do if the client's name on the lead does not pre-fill onto the RX card before you print it?
  - From your OASYS My Leads page, type in the client's name and hit the SAVE button
  - Once the name is saved, click on the RX icon and the name should then be pre-filled on the card
- Where do I tell my clients to go with questions regarding what the cost of a drug is or what is covered by the card?
  - There is a customer service number printed on each card for your client's to call with any questions regarding the use of the card

# Frequently Asked Questions About the RX Card

- Can I sponsor more than 5 people in the household?
  - Yes, you can but limiting to 5 adds value to the card and gets you referrals/sponsors which is what the card is intended to do for you...
  - Giving the card out to everyone lessens the value, plus if you just give out copies of the card to clients to give to people--you are not getting in front of your sponsors to turn them into a life client which is what the card is designed to do... For additional training on this; please contact your manager or get a copy of the training CD "Universal RX Program" Item # CDD-NAA-021 at the ARC