

Memo



To: County Prescription Discount Card Clients
From: ProAct, Inc. – Client Services Department
Date: 1/7/10
Re: County Websites

Message:

Happy New Years everyone! We would like to start off the New Year with an initiative that will help promote awareness and usage of the Prescription Discount Card Program in your County. There are a few counties that currently have links and information pertaining to the program on their website home page; we have found that these counties produce steady traffic to the online print feature of the ProAct website. Having this capability available to your residents is particularly important as time goes by, because odds are people will lose or misplace their cards. Thus, having your website linked to ProAct will give your residents the ability to quickly know exactly where and how to get a new card. Our dedicated website www.NYRxDiscountCard.com provides 24 hour access to printing a card at the comfort of resident's own homes.

For this reason we are asking that you each provide us with the contact information of your corresponding IT person who would be in charge of making updates to your website. Next, we would reach out and begin the initial discussions for getting us "linked up."

Thank you all very much for your time and attention to this memo and please send all responses to: Erison Rodriguez – erisonrodriguez@proactrx.com