

WAL-MART AND TARGET DISCOUNTED PRESCRIPTION DRUG PROGRAMS

History

- Wal-mart started the program in September 2006 in Tampa, Florida.
- Target followed Wal-mart by matching their Florida discounts.
- In November 2006, both companies announced a nationwide program.

Program Details

- Wal-mart and Target each have a separate list of hundreds of prescriptions included in their individual programs. Many of the drugs included are generic.
Generic drugs contain the same high quality active ingredients as their brand-name counterparts and are equally effective, but cost significantly less. Generic medicines generally cost between 30 percent and 60 percent less than equivalent brand-name products. Consumers interested in saving money on prescriptions through the program should ask their doctor if a generic is available for their prescription and is right for them.
- Both programs include medications from a variety of diagnosis categories and condition groups including antibiotics, blood pressure, cholesterol, diabetes, heart health, gastrointestinal, mental health, skin conditions and women's health among others.
- Wal-mart indicates this program has saved their customers over \$1 billion since inception.
- Certain drugs on each company's listing of eligible prescriptions are subject to a price higher than \$4 due to Wisconsin state law. This includes the Wisconsin Unfair Sales Acts prohibiting retailers from selling products for less than their wholesale price.
- Prescriptions are required but drug coverage is not.
- Wal-mart and Target offer 90-day supplies of certain prescriptions for as low as \$10 each.
- Wal-mart has instituted a \$4 over-the-counter program for many non-prescription medications (This listing can be found on the Wal-mart website referenced below.)
- Both companies reserve the right to change both the drugs covered as well as the prices at any time. In addition, the prices for some drugs covered by the prescription programs may be higher and vary in some states such as Wisconsin.
- Visit www.walmart.com or www.target.com for more information or call your local Wal-mart or Target pharmacy. Each website also contains a look-up directory to identify what pharmacy is closest to you.

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Burkwald & Associates, Inc. doesn't actively promote either of these prescription drug programs. This information is for educational purposes only and was obtained through the Wal-mart and Target websites as well as additional research done in July 2008 and March 2010. The programs cited on this page can change at any time without notice. Please contact Wal-mart or Target for specific details regarding these programs and how they may help you.