Omnivita Benefits Launches Spanish Language Prescription Drug Discount Card

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Omnivita Benefits Launches Ethnic Prescription Discount Card

Chicago, IL (rushPRnews) 02/07/13 — Omnivita Benefits recently launched a prescription discount card focused on the Hispanic community – offering substantial discounts on prescription medication. The Omnivita Prescription card will be one of the most widely distributed prescription drug discount cards in the nation, and is available to anyone regardless of age, income, citizenship, immigration status or health insurance status. The cards will save an average of 50 percent on prescription medications and can be used by anyone, anywhere in the United States.

“All too often, the rising costs of prescription drugs place a burden on households, especially the ethnic community. And this is particularly true for the approximately fifty million people in the United States who currently don’t have health insurance,” said Klemens Bachleda, Vice President of Omnivita Benefits. “Having access to a free prescription drug card in your language can mean the difference between being able to afford prescriptions and being forced to skip doses. No one should have to be faced with the dilemma of not getting necessary medication because it’s too expensive or they don’t speak English,” Bachleda said. “This drug card program will help consumers

get the most cost effective medication whether or not you have insurance and also provide peace of mind."

The prohibitive cost of prescription drugs prevents far too many people from getting the treatment they need. Last year, many members of the ethnic community did not fill a prescription because they didn't have the money. The Omnivita Prescription card can help millions of people without health and drug insurance obtain affordable prescription medication.

Beginning today anyone can instantly download and print the card on www.omnivitaprescription.com, access educational information about prescriptions, compare drug prices and locate the nearest participating pharmacies.

Those who suffer from diabetes can save up to $800 per year on generic glucose control medication, while those with asthma can save up to $650 by using the Omnivita Prescription card to fill their inhaler prescriptions. Allergy sufferers, those who use birth control, people who take medication for high cholesterol or to help manage heart disease can all benefit from Omnivita Prescription discounts – up to 25 percent on brand name drugs and 60 percent on generic drugs.

Omnivita Benefit's ability to produce a Spanish language

prescription drug discount card identifies the growing need for savings for the Spanish community. Ethnic community members facing health needs are particularly vulnerable to high-priced prescriptions and often inconvenienced by the language barrier. This discount card allows for easy use by all demographics and provides a safety net to those who profoundly need it.

"We know that even with health reform, some people, including legal and illegal immigrants, will still remain underinsured or uninsured," Bachleda said. "Our new prescription discount card will go a long way to ensuring that these individuals will have access to more affordable prescription drugs. We

welcome local Hispanic community leadership support in helping us grow this much needed program."

To ensure wide distribution and to make sure all members of the Hispanic and Latino community know about the card, radio, print and web educational campaigns will begin this week across the United States. Anyone or any organization interested in learning how to get or distribute the Omnivita Prescription card should visit www.omnivitaprescription.com.

For more information and media inquiries: contact@omnivitabenefits.com

About Omnivita Benefits

Omnivita Benefits is dedicated to optimizing the health and wellness of individuals, families and organizations. Through Omnivita Benefits' affordable discount plans, members gain direct access to several of the country's most extensive nationwide networks of over 120,000 dental practices, 50,000 eye care professionals and 61,000 retail pharmacies. Omnivita Benefits' pre-negotiated prices on healthcare procedures and prescriptions provide our members with the purchasing power of a large organization. Unlike insurance there are no limits on use, no waiting, no forms and everyone is accepted. Omnivita Benefits' fully integrated website and call center assures a positive point-of-service experience. Omnivita Benefits' products are available in 47 states and our partnerships with leading provider networks such as Careington International, Aetna and MedImpact, help our members achieve some of the lowest prices on health and wellness products and services.

www.OmnivitaDental.com and www.OmnivitaPrescription.com

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