

Staff/Email Addresses
2019

Summer

Rich Sagall, MD, *President and Founder, NeedyMeds*
richsagall@needymeds.org

Deborah Davidson, *Director of Special Projects*
deborah.davidson@needymeds.org

W. Ray Bullman, *BeMedWise Advisor Emeritus*
ray.bullman@needymeds.org

General Information: info@bemedwise.org



Dear Colleague and Friend:

Welcome to the latest issue of the *BeMedWise E-News*. We aim to keep you connected and invite your participation in our on-going programs:

BeMedWise and the NeedyMeds team are busy preparing for the 34th Annual "Talk About Your Medicines" Month in October and hope that all of our Supporters and Partners will participate. See the article below for more information.

Click [here](#) and read this NeedyMeds blog by Evan O'Connor, NeedyMeds in recognition of June's **Gun Violence Awareness** month and how NeedyMeds provides information on patient assistance programs to victims of gun violence. This invaluable information is just another example of how NeedyMeds helps patients who are seeking information to help them access and pay for needed medications. Please consider sharing this valuable information through your social media networks.

We are always interested in your feedback, so keep in touch and send me an [email](#) if you have news or new programs to share in an upcoming issue of the *BeMedWise E-News* related to the **BeMedWise mission** which is **to promote the wise use of medicines through trusted communication for better health.**

Please **share** the *BeMedWise E-news* with your colleagues. Use the "**Forward email**" link at the very bottom of this newsletter. You can add up to 5 email addresses. Be sure to bookmark and visit BeMedWise.org and NeedyMeds.org.

Warm regards,

Deborah
Director of Special Projects

Quick Links to Our Websites:

www.BeMedWise.org

www.talkbeforeyoutake.org

www.recoveryopensdoors.org

www.NeedyMeds.org

2019 E-News Sponsors

Champion level

Johnson & Johnson Consumer Inc.

Get Relief Responsibly®

Pfizer Inc.



Become a 2019 BeMedWise Council Supporter



If you haven't yet joined, click here to view the [2019 Supporter Categories and Annual Benefits](#). Send an email to [Deborah Davidson](#) to request more information about how your organization or company can get involved in the BeMedWise Council.

BeMedWise Council Supporter News

Please take a few moments and learn about the exciting new research, projects and programs of several BeMedWise Supporters.

The **Consumer Healthcare Products Association (CHPA) Educational Foundation** released a [nationwide benchmark survey](#) and [graphic](#) which shows that consumer awareness of how to use products containing acetaminophen safely and effectively, while avoiding the risks of accidental overdose and liver damage, remains high. BeMedWise is an Acetaminophen Awareness Coalition Partner.

The **Food and Drug Administration (FDA)** launched a new public education campaign "**Remove the Risk**" and website to encourage safe removal of unused opioid



October is the 34th
"TALK ABOUT YOUR MEDICINES" Month

PREVENTING OPIOID MISUSE & ABUSE Across the Ages

Mark your October calendar for your organization to participate in our **34th Annual Talk About Your Medicines Month (TAYMM)**. For more than three decades, the BeMedWise messages, tips, and tools continue to be widely used during TAYMM community health-related events by healthcare professional students and practitioners and health educators.

Our 2019 theme, **Preventing Misuse and Abuse of Opioids Across the Ages**, will focus on the important messages and conversations that patients and families need to have with their healthcare providers about responsible use, safe storage and disposal of unused/unwanted opioid medications no matter your age. Responsible use includes learning about available treatment options and OTC alternatives, if you or a loved one are experiencing pain from an injury or condition.

In addition to keeping the spotlight on opioid abuse awareness and prevention, we will showcase the BeMedWise innovative educational programs and tools developed with the Substance Abuse and Mental Health Services Administration (SAMHSA) for tweens, teens, and college student audiences. TAYMM always includes a comprehensive resources section featuring the educational campaigns of the BeMedWise Council Supporters and Partners, including Allied Against Opioid Abuse (AAOA), FDA's "Remove the Risk", CDC's Protect Initiative and "Up and Away" Campaign, the Acetaminophen Awareness Coalition's "Know Your Dose" and more.

NeedyMeds will host a TAYMM kick-off webinar and the BeMedWise Supporters and Partners will receive a TAYMM communications planning toolkit, comprised of a news article, social media messages to share with their respective constituencies.



NeedyMed's Announces Launch of Discount Program for Durable Medical Equipment

NeedyMeds recently launched a new discount program for critical durable medical equipment which is available to users of the [NeedyMeds Drug Discount card](#) and provides a cost savings of up to 40% when purchasing durable medical equipment and diabetic supplies. Included in the savings are popular items such as canes, crutches, walkers, splints, incontinence supplies, and more. Also covered are diabetic supplies such as meters, testing strips, lancets,

pain medicines from homes. The [campaign website](#) provides a toolkit of materials in English and Spanish, which include: television, radio and print public service announcements (PSAs); fact sheets; social media graphics and posts; and website badges that can be used by individuals, health care providers and organizations. The FDA recently updated information on safe disposal of unused prescription opioids on its [Disposal of Unused Medicines: What You Should Know webpage](#), which can help individuals determine the best disposal option for their situation.

On May 14, 2019, Deborah Davidson participated in the **National Practitioner's in Women's Health (NPWH) B'Older Women's Health Coalition**. Forty-five participants representing 25 organizations discussed their current work in the women's health, aging and clinical arenas affecting older women and identified opportunities for collaboration and synergy. The Coalition is creating a compendium of participating members' current activities that fall under four pillars - policy, clinical education, public education and research. NPWH is developing a website for the Coalition, to sharing key resources and campaigns among members, and with the public and an email group where members can communicate with one another to share information and updates which can be mutually amplified to our audiences and members. Please contact deborah.davidson@needymeds.org if you are interested in learning more about the Coalition.

USP's **Medicines We Can Trust** campaign, is celebrating their one year anniversary working to raise awareness of the importance of medicines quality and the impact poor-quality medicines have on people's lives. Since its launch in 2018, more than 250 civil society organizations, philanthropic foundations, government entities and private partners from across 15 countries have joined #MedsWeCanTrust. [Click here](#) to learn more and access the campaign's social media toolkit.

The **Alliance for Aging Research** published a new Resource on Parkinson's which provides a comprehensive look at the human and economic burden of the disease. The Alliance for Aging Research

and diabetic shoes. According to Rich Sagall, MD, president of NeedyMeds: "We are pleased to be able to help more people save on so many medically-necessary items. Our mission is to help people with the financial burdens of healthcare and this new program provides assistance in an area where there is little help available."

More details are available [NeedyMeds.org](#) on the [Durable Medical Equipment Discounts page](#) and dme.myvirtualdoctor.com where consumers can locate and purchase these products. Users of the Drug Discount card already save millions of dollars every month on the cost of medications. There are no eligibility guidelines, meaning anyone can take advantage of this savings. The only restriction is that the savings are only for cash paying customers and can't be combined with private insurance or state or federal programs.

Host a Webinar and More with NeedyMeds

BeMedWise Council Supporters are invited and encouraged to partner with NeedyMeds by providing specialized educational information for their patient and healthcare professional audiences. It's an efficient way to spread the word about the important work you do, broaden your reach and further your mission. Here are four great ways to collaborate with NeedyMeds and BeMedWise:

- Host a special topic webinar - Click here to view past webinars on the [NeedyMeds YouTube Channel](#). Webinars are promoted in the NeedyMeds and BeMedWise newsletters and on social media. Current BeMedWise Supporters will be invited to participate in these special topic webinars.
- NeedyMeds can also provide a free training webinar tailored for your members, stakeholders and staff explaining how to save money with the costs of their medicines and provide detailed information on the NeedyMeds patient assistance programs. Click here to view the February [healthcare cost savings webinar](#) for the **American Association of Colleges of Pharmacy**.
- Provide health-related content for the NeedyMeds and BeMedWise active social media platforms.
- Become a guest blogger/writer for the popular [NeedyMedsVoice](#).

To learn more, [contact me](#) and I will introduce you to Carla Dellaporta, Director of Education and Partnerships at NeedyMeds.

NeedyMeds a national nonprofit, connects people to programs that help them afford healthcare expenses and become educated healthcare consumers. They achieve this through their helpline [800-503-6897](tel:800-503-6897) and [NeedyMeds.org](#). NeedyMeds regularly updates on over 9,000 patient assistance programs each year.

During 2018, NeedyMeds:

- Assisted 60,000+ helpline callers and received more than 1.6 million unique website visitors;
- [NeedyMeds.org](#) listed over 2,000 drug coupons, rebates and co-pay cards;
- Had 1.3 million prescription program [applications](#) downloaded;
- Expanded the free, low-cost medical clinics database to include 16,500+ locations and
- The NeedyMeds Drug Discount Card saved users more than \$45 million at 65,000+ participating pharmacies.

released [The Silver Book® and Parkinson's Disease fact sheet](#), highlighting leading statistics about the disease that affects close to one million Americans, including data on the toll of the disease and the value of innovation and public policy solutions in reducing its impact.

The **Alliance for Aging Research** also published a study that finds that Alzheimer's Disease is not bankrupting medicare, but it is taking a huge toll on state medicaid programs and family caregivers. "[The Real-World Medicare Costs of Alzheimer Disease: Considerations for Policy and Care](#)" findings published in the July issue of Journal of Managed Care and Specialty Pharmacy, demonstrate the importance of better diagnosis, treatment, and care of individuals with Alzheimer's, which could lead to more favorable patient outcomes and improved costs for state Medicaid programs and caregivers.

Collaboration is Key Partner News



In the effort to advance the BeMedWise mission, we value the partnerships below where we collaborate and advance our common goals to develop and disseminate important messages to consumers and healthcare professionals related to safe and appropriate medicine use. If you are aware of relevant existing or emerging initiatives that BeMedWise can be invited to participate in, please contact [Deborah Davidson](#). Please click on [About Us](#) to see our list of partners.

CDC PROTECT Initiative - Up and Away Campaign

The **Up and Away Campaign** is using the summer travel season to remind parents and caregivers to practice safe medicine storage when traveling by keeping all medicines stored up and away, out of sight and reach of young children. [Click here](#) to view the Up and Away safe storage social media toolkit and share the Up and Away safe storage messages this summer. BeMedWise is a member of CDC PROTECT.

Is Your Organization/Company

BeMedWise is a Blogger for the *NeedyMeds Voice*

The [NeedyMeds Voice](#) features a BeMedWise blog. These blogs were adapted with permission from the American Pharmacists Association (APhA) from articles that NCPIE previously co-authored with APhA.

May 2019

[Meeting the Medicine Information Needs of Americans with Vision Loss](#)

Click on these links to read previous [BeMedWise blogs](#).

BeMedWise Staff - In, Out & About

Deborah participated in regular partner teleconference calls including: Allied Against Opioid Abuse, Protecting Access for Pain Relief Coalition, the Acetaminophen Awareness Coalition - Know Your Dose Campaign and the CDC Protect Initiative - Up and Away Campaign.

June 25, 2019 - Deborah attended the **Alliance for Aging Research** briefing about their newly published study - "[The Real-World Medicare Costs of Alzheimers™ Disease: Considerations for Policy and Care](#)," Washington, DC.

June 20, 2019 - Deborah attended the **National Consumers League's Health Advisory Council** spring membership meeting. The meeting featured a panel of experts engaged in the issues surrounding immunization and effective vaccine policies to ensure herd immunity, Washington, DC. [Click here](#) to learn more.

June 13, 2019 - Deborah attended the National Pharmaceutical Council 6th Annual Health Communicators & Journalists Reception, Washington, DC.

May 15, 2019 - Deborah attended the Vive Les Femmes! Long Live Women - HealthyWomen Annual Gala, French Embassy, Washington, DC.

April 2019 - Deborah served as a reviewer for the National Consumer's League Script Your Future Campaign, [2019 Medication Adherence Team Challenge](#).



BeMedWise Supporters

- * Alliance for Aging Research
- * American Association of Colleges of Pharmacy
- * American Association of Kidney Patients


Logo Up-to-Date?

Please visit the [BeMedWise Supporter](#) page and look at your organization link and logo. If the logo needs to be added or updated - please email your updated logo in **EPS** format to [Deborah Davidson](#).

[Deborah](#) can also provide your web team with an updated **BeMedWise at NeedyMeds logo** for your organization or company website.

- * American Society of Health-System Pharmacists
- * Beyond Celiac
- * Consumer Healthcare Products Association
- * U.S. Food and Drug Administration
- * Johnson & Johnson Consumer Inc.
- * National Alliance of State Pharmacy Associations
- * National Consumers League
- * National Council on Aging
- * National Association of Nurse Practitioner's in Women's Health
- * National Osteoporosis Foundation
- * Pfizer, Inc
- * Project Lazarus
- * The Gerontological Society of America
- * The Israeli Chapter of the International Society of Pharmacovigilance (ISOP)
- * United States Pharmacopeia (USP)

[Join Our Mailing List!](#)

 [Like us on Facebook](#)

[Follow us on **twitter**](#)