



Partnership for  
Prescription Assistance

(888) RX for NJ  
(888-793-6765)  
[www.rx4nj.org](http://www.rx4nj.org)

## NEWS RELEASE

FOR IMMEDIATE RELEASE  
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### **“Rx4NJ Kick-Offs Month-Long Campaign Aimed at Patients Affected by the Economy”**

*Program That Has Served Nearly 300,000 Patients  
Continues to Help New Jerseyans in Need*

**Newark** – “Rx4NJ,” a statewide clearinghouse of information on prescription assistance programs aimed helping eligible New Jerseyans obtain access to free and discounted prescription medicines from patient assistance programs, kicked-off a special month-long campaign today at the Good Will Rescue Mission in Newark.

The kick-off event was spear-headed by the HealthCare Institute of New Jersey (HINJ), the Pharmaceutical Research and Manufacturers of America (PhRMA), Congressman Donald M. Payne (NJ-10), the Reverend Reginald T. Jackson of the Black Ministers’ Council of New Jersey, and a broad coalition of healthcare groups, patient advocacy organizations, and pharmaceutical and medical technology companies. The campaign is an educational effort designed to help those who have been hit by the recent tough economic times.

Under the auspices of the Rx4NJ Partnership and the Partnership for Prescription Assistance (PPA), the effort is intended to remind the public and health care providers that Rx4NJ, which was originally launched on January 4, 2005, is still in operation and can be particularly helpful in these very difficult economic times. A paid promotional campaign begins today, along with a 4-week tour by the Partnership for Prescription Assistance’s “Help is Here Express” bus which will be traveling across the state to help those in need apply to the hundreds of patient assistance programs sponsored by America’s pharmaceutical research companies.

Rx4NJ, initially unveiled as a pilot program for the national Partnership for Prescription Assistance, provides one-stop shopping to help patients learn about and apply for 475 patient assistance programs (PAPs) and has grown to cover more than 2,500 prescription medicines. In addition, Rx4NJ can be used as a portal to access other programs such as Medicare Part D, PAAD and Medicaid. New Jersey residents can contact Rx4NJ through a toll-free 800-telephone number (**1-888-RXFORNJ**) or **Web site: [www.rx4nj.org](http://www.rx4nj.org)** to learn if they may qualify for free or nearly free prescription medicines. Rx4NJ is the first patient assistance program targeted specifically to New Jersey residents and – with a 78 percent match rate – one of the most successful programs under the Partnership for Prescription Assistance.

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## Rx4NJ KICK-OFF, page 2

“Over the past several months, New Jersey has encountered some of the toughest economic times in recent memory. Recession, layoffs, mortgage defaults and rising food prices have impacted millions. Those hit the hardest have been the most vulnerable. During these tough times, these individuals are having even more difficulty than usual trying to make ends meet,” said Bob Franks, president of the HealthCare Institute of New Jersey and one of 94 sponsoring partners of Rx4NJ. “That’s why we’ve decided to initiate this special 4-week campaign; so that New Jerseyans who are struggling to make ends meet no longer have to choose between paying for their medicine or some other essential need,” he said.

Beginning today, Rx4NJ will be the focus of a statewide promotional campaign supported by PhRMA. Advertisements and public service announcements featuring members of the New Jersey Congressional Delegation will run on local and regional radio stations, reaching residents throughout New Jersey.

“As all of us struggle to cope with the economic downturn, it is especially important that we continue to focus on helping patients access affordable health care. RX4 New Jersey has played an important role in meeting that goal,” said Congressman Donald M. Payne (NJ-10).

In Newark, healthcare, community and political leaders attended the kick-off of Rx4NJ to endorse the program and help mobilize grassroots support:

“The need for ensuring access to medicines is greater than ever. Nearly 300,000 persons have benefited from Rx4NJ the past four years. The New Jersey Black Ministers Council will work closely with New Jersey’s pharmaceutical industry to ensure that our churches do all possible to let people know of the availability of this program. No person should have to go without the medicine they need,” said the Reverend Reginald T. Jackson, executive director of the Black Ministers’ Council of New Jersey and Pastor of St. Pastor, St. Matthew AME Church.

Since 2005, the Rx4NJ program has served almost 300,000 New Jersey patients. Prescription assistance is provided free or on a discounted basis to qualifying patients who do not have prescription drug coverage, are underinsured, or cannot afford the out-of-pocket cost of their medicine. Each PAP has its own eligibility criteria.

Through Rx4NJ’s “one-stop shopping,” patients can quickly access the complete database of PAPs, either through the Internet or toll-free call center. By answering 8-10 simple questions, a patient will be matched to the PAPs for which they may be eligible and the patient will be able to fill out the appropriate enrollment form – on-line or over the phone – for each program. Enrollment forms are to be returned directly to the PAP sponsor by the patient. The forms may also be mailed if the patient prefers.

Following the news conference, a tour of the Partnership for Prescription Assistance Bus and demonstration of the Rx4NJ program was presented at the Good Will Rescue Mission to elected officials and patient advocacy groups. An enrollment event, which runs from 1 p.m. to 6 p.m. today at the Mission, is part of a 4-week bus tour around New Jersey.

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