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

## NEWS RELEASE

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### **Rx4NJ LAUNCHED!**

#### ***Access to Free, Low-Cost Prescription Drugs Just Got Easier for New Jerseyans***

**Newark/Voorhees N.J.** – “Rx4NJ,” a new statewide program aimed at providing access to free and discounted prescription drugs for eligible New Jerseyans, was launched today by a broad coalition of healthcare groups, patient advocacy organizations, and pharmaceutical and medical technology companies.

Details of Rx4NJ were announced at two news conferences – at the University of Medicine & Dentistry of New Jersey (UMDNJ) Medical School in Newark and at Virtua Health in Voorhees – where the program’s toll-free telephone number and Web site were unveiled:

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Rx4NJ – which will serve as a clearinghouse of over 300 patient assistance programs (PAPs) and provide access to more than 1, 400 medicines – will make it easier for New Jersey’s neediest patients to access free or nearly free medicines. Rx4NJ is the first patient assistance program targeted specifically to New Jersey residents.

“Rx4NJ means 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,” said Bob Franks, president of the HealthCare Institute of New Jersey (HINJ). The HealthCare Institute of New Jersey is one of 37 sponsoring partners of Rx4NJ.

“Through Rx4NJ, eligible New Jerseyans will have confidential and easy access to literally hundreds of private and public patient assistance programs that will provide free or nearly free prescription drugs,” Franks said. “The commitment is there. The assistance is there. With the creation of Rx4NJ, we are making it easier than ever for New Jerseyans to get help.”

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In Newark and Voorhees, healthcare leaders attended the launch of Rx4NJ to endorse the program and help mobilize grassroots support:

“I’m especially appreciative that the Rx4NJ Partnership has chosen to make this important healthcare announcement at UMDNJ/University Hospital, where we affect the lives of so many of our most vulnerable patients, said Dr. John J. Petillo, president of the University of Medicine & Dentistry of New Jersey.

“Hospitals are the health care safety net for countless patients throughout our state and a refuge of last resort. UMDNJ/University Hospital has an outstanding reputation for improving the quality of life for all those we come in contact with. Patient care, health education and community service are part of our core mission and our commitment to the indigent is unsurpassed.”

Richard Miller, president and CEO of Virtua Health, also endorsed the creation of Rx4NJ:

“Every day the caregivers in our hospitals see how the absence of health insurance coverage impacts the public health. The lack of adequate health insurance is often the sole barrier to people getting the right care, at the right time, in the right setting. I’m so pleased that the Rx4NJ Partnership shares our commitment to our neediest patients. Rx4NJ is a major step in the right direction and will greatly enhance our ability to deliver quality health care services to all patients regardless of income.”

Rx4NJ is a partnership for prescription assistance and is sponsored by more than 37 patient advocacy organizations and community groups.

“Rx4NJ will greatly simplify the process of finding prescription assistance for so many of our patients who are in need of help,” said Cathy Trzaskawka, executive director of The Leukemia & Lymphoma Society, Southern New Jersey/Shore Region Chapter.

“They won’t have to deal with a maze of hundreds of pharmaceutical assistance programs. Now they can make one call, or one Web contact, fill out a brief eligibility survey and they’re on the way to help.”

Lisa Yourman, the coalition chair of Action CF and the mother of a child with Cystic Fibrosis, recounted how she and her daughter Sarah benefited from a patient assistant program:

“Years ago, when I discovered my daughter needed an expensive medicine to manage her disease, I was desperately calling around trying to find a program that might help me. What I found was a pharmaceutical patient assistance program that was ready, willing and able to help me. Most people aren’t aware that state of the art medicines are available to patients...Rx4NJ will make it easier to get them.”

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### **Rx4NJ LAUNCHED!, page 3**

In the coming months, Rx4NJ will be the focus of a multi-million dollar advertising and promotional campaign. There will also be extensive community outreach to medical and health professionals, as well as urban and Hispanic communities. Advertisements promoting RX4NJ will begin airing on New Jersey, New York and Philadelphia TV and radio stations the week of January 10.

Assistance is generally provided free or on a discounted basis to patients who do not have prescription drug coverage or are underinsured and cannot afford the out-of-pocket cost of their medicine. Each PAP also has its own eligibility criteria which are usually based on income, household size and status of prescription drug coverage.

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's eligibility for more than 300 PAPs will be determined and the patient will be able to fill out the appropriate enrollment form – on-line or over the phone – for each program for which the patient may be eligible. Enrollment forms can also be mailed if a patient prefers, to be filled out and returned directly to the PAP sponsor.

A demonstration of the Rx4NJ program was presented at the news conferences by Christian Clymer, Director of Internet Services, for the Pharmaceutical Research and Manufacturers of America (PhRMA), who emphasized the privacy aspect of the process. No patient information is retained in the Rx4NJ system.

Additional speakers at the news conferences included in Newark: Darlene Cox, President & CEO of UMDNJ University Hospital, Reverend Reginald Jackson, Executive Director of the Black Ministers' Council, Carolyn Beauchamp of the Mental Health Association of New Jersey, and Dr. Robert Johnson, chairman of UMDNJ's Pediatrics Department; and in Voorhees: Dr. Jeffrey Morris.

Rx4NJ, a partnership for prescription assistance includes: Action CF, AIDS Resource Foundation for Children, Alzheimer's Association-Greater New Jersey Chapter, American Academy of Pediatrics-New Jersey Chapter, American Lung Association of New Jersey, Arthritis Foundation-NJ Chapter, The ARC of New Jersey, Autism Family Services of New Jersey, Biotechnology Council of New Jersey, Brain Injury Association of New Jersey, CARES Foundation, Community Health Charities of New Jersey, Epilepsy Foundation of New Jersey, Family Resource Network, Gateway Maternal and Health Consortium, Garden State Pharmacy Owners Association, HealthCare Institute of New Jersey, Home Care Association of New Jersey, Huntington's Disease Society of America, Hyacinth AIDS Foundation, Leukemia and Lymphoma Society-Southern New Jersey, March of Dimes, Medical Society of New Jersey, Mental Health Association of New Jersey, New Jersey Academy of Family Physicians, New Jersey Association of Mental Health Agencies, New Jersey Council of Teaching Hospitals, New Jersey Hospice and Palliative Care Organization, New Jersey Hospital Alliance, New Jersey Hospital Association, New Jersey Nurses Association, New Jersey Pharmacists Association, New Jersey Primary Care Association, Pharmaceutical Research and Manufacturers of America (PhRMA), Prevent Blindness Tri-State Region, Spina Bifida Association, Visiting Nurse Association of Somerset Hills.

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