



## Rx for Indiana Partner News September 2005

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### **Rx for Indiana passes milestone!**

As of Aug. 31, more than 106,000 residents contacted Rx for Indiana to determine their potential eligibility for prescription assistance programs. With the number of visitors and a match rate of 74 percent, Rx for Indiana is one of the most successful prescription assistance programs in the nation.

Since [www.RxforIndiana.org](http://www.RxforIndiana.org) was launched nearly six months ago, it has been the most active PPA Web site in the country.

Rx for Indiana – Aug. 31, 2005 – CUMULATIVE TO DATE			
Launch Date – March 8, 2005			
<i>Type</i>	<i>Calls Taken/ Searches</i>	<i>Patients Who Initially Qualify</i>	<i>Percent Matched</i>
<b>Phone</b>	<b>46,006</b>	<b>34,658</b>	<b>75.33%</b>
<b>Web site</b>	<b>60,234</b>	<b>44,300</b>	<b>73.55%</b>
<b>TOTALS</b>	<b>106,240</b>	<b>78,958</b>	<b>74.32%</b>

### **Partner activities**

In August, Rx for Indiana hosted the PPA Rx “Help is Here Express,” a traveling enrollment center. The Help is Here Express, equipped with 10 computers and eight telephones, was able to enroll approximately 200 people on site at the four locations. The bus visited the following areas:

August 12 – 14, 17	Indiana State Fair
August 15	Healthy East Chicago (East Chicago, Ind.)
August 15	Genesis Center (Gary, Ind.)
August 16	Lafayette Square Mall (Indianapolis)

In addition to the bus, representatives and partners of Rx for Indiana participated in:

August 6	Unity in the Community (Indianapolis)
August 23	Bloomington Hospital of Orange County Senior Fair (Paoli, Ind.)
August 28	Friedens United Church of Christ Health Fair (Indianapolis)
August 31	Indiana Hospital Association, Southern District training presentation (Columbus, Ind.)

We would like to thank the volunteers who helped stuff the Rx for Indiana bags prior to the Help is Here tour, as well as volunteers and partner organizations who were instrumental in planning for and staffing for the events. Thanks to Workforce Development Services, Healthy East Chicago, the Office of Faith Based and Community Initiatives, FSSA, Eli Lilly and Company and Pfizer for making Rx for Indiana’s visits in August great successes!

### **Upcoming events**

The following activities are scheduled for September:

September 1	Health and information fair at St. Elizabeth’s Medical Center (Lafayette, Ind.)
September 17	Fiesta Indianapolis (American Legion Mall, Indianapolis)
September 28	Health and information fair at Woodlawn Hospital (Rochester, Ind.)

On Oct. 13, the Indiana Commission on Hispanic/Latino Affairs is hosting “A Healthy Indiana” conference. The one-day event includes workshops focused on education, healthy, media, business and economic development, and civic participation and grassroots leadership. For more information or to register, call the Purdue Extension Office at 317.275.9305.

If your organization is hosting an event at which Rx for Indiana should have a presence, please let us know.

**Medicare update**

Rx for Indiana continues to educate consumers about the new prescription drug benefits available through Medicare. In addition to providing information to consumers through the call center and Web site, Rx for Indiana is now helping callers apply for the extra assistance available through the Social Security Administration.

Additionally, Rx for Indiana has partnered with the Medicare Rx Education Network to assist education outreach efforts throughout Indiana. The Medicare Rx Access Network will conduct “train the trainer” events and assist with media outreach efforts to ensure information about the benefits of the prescription drug program are being communicated throughout the state. If you would like to become a member of the Network and would like support reaching out to seniors about this benefit, contact Katherine Coble at [kcoble@bjmpr.com](mailto:kcoble@bjmpr.com) or 317.631.6400.

**Volunteers needed**

In September and October, we need your help staffing Fiesta Indianapolis (Sept. 17) and the Hispanic Health Fair (Oct. 9 and 16), both in Indianapolis. Approximately four to eight bilingual volunteers will be needed for each fair to answer questions about Rx for Indiana. If you have members looking for volunteer opportunities or you would like to participate, please contact Paula Parker-Sawyers at (317) 233-3295.

**PPA Update**

In August, PPA launched programs in Alaska, Connecticut, Delaware, Kentucky, Kansas, Maryland, North Carolina, South Carolina, South Dakota and Virginia. Through these states' combined efforts, nearly 150,000 U.S. residents applied and 103,000 qualified for prescription assistance.

Since the launch of the national PPA Rx program, Rx for Indiana has led the nation in the number of applicants through this program.

**Information request**


Rx for Indiana is looking for Hoosiers who have saved money using the program. If you have helped someone get in touch with assistance programs that will help them save on their prescription costs, we want to know. Send us an e-mail at [RxforIndiana@bjmpr.com](mailto:RxforIndiana@bjmpr.com).

**Need materials?**

**Please e-mail us at  
[RxforIndiana@bjmpr.com](mailto:RxforIndiana@bjmpr.com)**

**Contact information**

We would like to hear from you. If you have any questions or requests, please contact the following people:

 <p><b>Rx</b> for <b>Indiana</b> <small>A partnership for prescription assistance</small></p>	<b>Who to Call</b>
<b>Partner information –</b>	Julie Newland (317) 276-6178 <a href="mailto:Newland_Julie_M@Lilly.com">Newland_Julie_M@Lilly.com</a>
<b>News media information</b>	Cheryl Uram Leamon or Erin Pipkin (317) 631-6400 <a href="mailto:CLEamon@bjmpr.com">CLEamon@bjmpr.com</a> or <a href="mailto:EPipkin@bjmpr.com">EPipkin@bjmpr.com</a>
<b>Volunteers/trainings</b>	Paula Parker-Sawyers (317) 233-3295 <a href="mailto:PMSawyers@ofbci.in.gov">PMSawyers@ofbci.in.gov</a>
<b>General/materials requests</b>	Erin Pipkin (317) 631-6400 <a href="mailto:Epipkin@bjmpr.com">Epipkin@bjmpr.com</a>