



Rx For Oklahoma:

*Providing Communities with Hope and Wellness
SFY 2008*

How many Oklahomans' are uninsured? The latest federal uninsured estimates for Oklahoma report that approximately 18.9% (661,499) of the population is uninsured.¹ Nationally, an estimated 25 million insured people age 19-64 are underinsured as of 2007.²

The Rx for Oklahoma Prescription Drug Program (PDP) administered through the Oklahoma Department of Commerce (ODOC) continues to accept the challenge to improve the wellness of uninsured and underinsured Oklahomans.

By accessing over 150 Pharmaceutical Assistance Programs (PAP), Rx for Oklahoma assist uninsured and underinsured Oklahomans with the application process established by PAP's to receive free and low-cost medications.

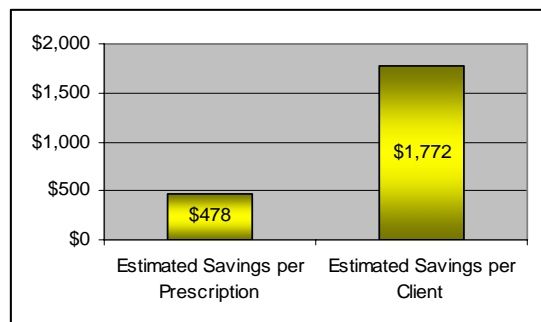
The Rx for Oklahoma annual outcomes, impact, community outreach/education, and collaborations are collected and reported to demonstrate the HOPE and WELLNESS that provides a better quality of living for Oklahoma individuals and families.

The program performance detailed below was provided by the following SFY 2008 awarded contractors:

<i>Service Locations</i>	<i>SFY 2008 Service Contractors</i>	<i>SFY 2008 Awarded Funding</i>
Region 1	Community Development Support Association	\$122,063
Region 2	Great Plains Improvement Foundation	\$140,201
Region 3	Northeast Oklahoma Community Action Agency	\$230,006
Region 4	KiBOIS Community Action Foundation	\$149,528
Region 5	Community Action Agency of OKC & Oklahoma/Canadian counties, Inc	\$233,202
TOTAL		\$875,000

OUTCOMES

Rx for Oklahoma contractors assisted over 3,700 clients with approximately 13,770 prescriptions for an estimated cost savings of \$6.6 million. Clients receiving assistance reported an average monthly household income of \$1,227.



1<http://www.okhca.org/WorkArea/showcontent.aspx?id=8504>
2http://www.pnhp.org/news/2008/september/how_many_are_underin.php

IMPACT

The program Return on Investment (ROI) is measured financially and as a benefit to the WELLNESS of the community. The average cost per service delivered is valued at \$28 /month/client.

Community / Client Benefit	
Utilized savings to meet other essential needs	59%
Maintain Medication Schedule	29%
Improved Overall Health	10%
*random survey results	

Of the 3,894 Oklahomans in SFY 2008 that requested assistance, 5% were determined ineligible by the PAP's. Since program inception (2005yr) Rx for Oklahoma has assisted over 21,000 clients, in which, 10% of clients assisted exit the program with other healthcare resources.

COMMUNITY OUTREACH AND EDUCATION

In a continuous effort to promote public awareness for the Rx for Oklahoma PDP, contractors utilize local and statewide print media, radio, billboard, and available public service announcement opportunities. Contractors also participate in many public health fair events and make several public presentations to healthcare facilities and staff.

The Rx for Oklahoma PDP awareness campaign, which includes a toll-free number (1-877-RX4-OKLA or 1-877-794-6552) and informational webpage (www.RX4OKLA.com), generated positive outcomes.

Webpage Views: 9,986
Toll-Free Calls: 4,061

COLLABORATIONS

For a second year, Rx for Oklahoma contractors partnered with the Oklahoma Health Care Authority (OHCA) and the Oklahoma Insurance Department to offer the following services in addition to Rx for Oklahoma:

- ❖ OklahomaRx Discount Card – This discount card, funded by OHCA, assist clients with prescription discounts at the pharmacy counter. Rx for Oklahoma enrolled 570 clients into the OklahomaRx Discount Card Program.
- ❖ Senior Health Insurance Program (SHIP) – The Rx for Oklahoma staff are trained SHIP Counselors that counseled 451 Medicare eligible individuals and assisted sixty with Medicare enrollment.
- ❖ Senior Medical Patrol (SMP) – Rx for Oklahoma staff counseled 1,422 individuals about Medicare and Medicaid Fraud activity that remains prevalent in our senior communities.

PROGRAM AWARDS AND RECOGNITION

Rx for Oklahoma has relished in an array of awards that demonstrate the Excellence that Service Providers are achieving. Awards and Recognitions for SFY 08:

- Excellence in Public Health awarded by Oklahoma Public Health Association
- Governor's Commendation of Excellence awarded by Office of Personnel Management
- Champion of Public Health Recognition awarded by Blue Cross Blue Shield
- International Association of Business Communicators awarded
 - Bronze Quill – Award of Excellence
 - Silver Quill – Award of Merit

CONCLUSION

While decreasing the number of uninsured is a worthy goal, it is important for policymakers to consider the significance of quality of life. Uninsured and Underinsured Oklahomans are at high risk of going without needed care and financial stress.

Rx for Oklahoma will continue in Excellence to maintain a prescription drug program for every Oklahoman that needs assistance with prescriptions, while inadvertently providing savings for individuals to pay bills, fuel the car, or meet nutritional needs.

- ❖ 85% of clients assisted are uninsured
- ❖ 15% of clients assisted are underinsured
- ❖ 70% of clients assisted are in age group 41-64y
- ❖ Clients were assisted with an avg. of 4 prescriptions

WHAT'S NEXT?

As we turn the corner to another year, Rx for Oklahoma will move with Success to Significance, by exhibiting, *HOPE, HEALTH* and *WELLNESS* for Uninsured and Underinsured Oklahomans.

- I. Maintain positive Service Providers
- II. Exhibit the Hope, Health, and Wellness impact of the program
- III. Continue program Promotion and Outreach
- IV. Maintain and Improve Funding