



situation

Pharmaceutical Research and Manufacturers of America (PhRMA) joined efforts with health care providers, patient advocacy organizations and community groups to create the Partnership for Prescription Assistance (PPA), a nationwide program to help qualifying patients who lack prescription coverage get access to free or low-cost medications. The program provides access to nearly 500 prescription assistance programs through a toll-free

phone number and user-friendly web site. The Help is Here Express Bus tour

Thousands of Floridians needed assistance with their prescription medicines

brings the PPA programs to communities in need of prescription assistance, enabling patients to enroll in the PPA by phone or internet on-board. Moore

Consulting Group (MCG) teamed up with the PPA and spokesperson Montel Williams to educate low-income, underinsured and uninsured Floridians about the PPA. In Florida, 26 percent of adults under age 65 are uninsured, the second-highest rate in the nation. This significant segment of Florida's population needed help, and Moore Consulting Group was the answer.

challenges

With more than 562,000 Central Florida residents uninsured, and with a significant segment of the targeted population without means or access to services MCG decided to bring the Help Is Here bus tour to Orlando to raise awareness about the PPA

and to help enroll residents in free or reduced-cost prescription medicine programs. Attendees would have the opportunity to find out if they were eligible for prescription assistance and would be able to enroll on-site or later at their own convenience.



strategies

Conducted an exclusive event with Montel Williams to promote the Help Is Here Express among low-income, underinsured and uninsured Orlando residents with more than 500 participants in attendance

Secured statewide media coverage of the Help Is Here Express event in Orlando Secured a combined 5,000 hits to the PPA web site and calls to the toll-free number

Coordinated a panel of speakers to kick off the event by sharing the value of the PPA

Secured a proclamation from the Mayor or Orlando declaring it "Partnership for Prescription Assistance Day"

Coordinated radio morning show interviews and invited local media to tour the PPA bus the day of the event

Designed press kits for the event as well as wrote a media advisory and press release to be distributed at the event



results

More than 500 Central Florida residents attended the PPA Help Is Here Express Orlando event, which resulted in over 10,500 calls to the toll-free number and hits to the website in the following two weeks. A total of

15 media outlets covered the event, informing other local residents about the benefits available to them by the PPA.

