

Staff/Email Addresses

End-of-Year 2018

Rich Sagall, MD, *President and Founder, NeedyMeds*
richsagall@needymeds.org

Deborah Davidson, *Director of Special Projects*
deborah.davidson@needymeds.org

W. Ray Bullman, *BeMedWise Adviser*
ray.bullman@needymeds.org

General Information: info@bemedwise.org

Quick Links to Our Websites:

www.BeMedWise.org

www.talkbeforeyoutake.org

www.recoveryopensdoors.org

www.NeedyMeds.org

2019 E-News Sponsors

Champion level

Johnson & Johnson Consumer Inc.

Get Relief Responsibly®

Pfizer Inc.



Become a 2019 BeMedWise Council - Supporter!



BeMedWise Supporter 2019 email invitation and

Welcome to the Premier Issue of the *BeMedWise E-News!*



Dear Colleague and Friend:

It has been a very productive several months transitioning to the new BeMedWise program which was made possible with enormous support from the NeedyMeds President and Founder, Dr. Rich Sagall, and his wonderful staff.

BeMedWise.org has been updated to reflect the integration of our programs. NeedyMeds.org features BeMedWise links and content (See the **new** BeMedWise blog article below).

Over the last several months, the BeMedWise and NeedyMeds social media channels have been humming with important safe medicine use messages from our many stakeholders (see more in the Partner News section).

Over the past year, BeMedWise.org received over 50,000 unique new visitors - that's an average 300-400 visitors per day.

Former NCPIE members have been invited to participate in the new BeMedWise Council. We have had many excellent conversations and commitments to join for 2019. During Qtr. 1, 2019, we are planning to convene a BeMedWise Council "Go-To-Meeting" to begin the process of identifying programs that we can work on collaboratively relative to the BeMedWise mission **to promote the wise use of medicines through trusted communication for better health.**

invoices were emailed to all former NCPIE members in November and mailed in December. Click here to view the [2019 Supporter Benefits](#). Send an email to [Deborah Davidson](#) to request more information about the BeMedWise Council.

BeMedWise Council - Supporter News



Former NCPIE Board Member and now BeMedWise Council Supporter, the [American Association of Colleges of Pharmacy](#) (AACP), recently launched a public awareness campaign along with several national pharmacy organization partners.

The campaign's main objectives are to increase awareness and understanding of the pharmacy profession among the general population and to increase positive attitudes toward pharmacy. The new campaign will also promote the message that pharmacists are fully qualified, capable and willing to positively impact patients' health. Visit the [Pharmacists for Healthier Lives](#) website to learn more.

Partner News



Allied Against Opioid Abuse (AAOA)

[Allied Against Opioid Abuse](#) is a national education and awareness initiative to help prevent the abuse and misuse of prescription opioids. The goal is to contribute to solving the opioid crisis in a meaningful way by educating patients about the rights, risks and responsibilities associated with prescription opioids.

Recently the AAOA collaborated with a team of physicians at the Johns Hopkins Hospital on an educational video to help patients prepare for and manage post-surgery pain. [Click here](#) to watch the video.

Please [email](#) me if you have news or new programs related to the BeMedWise mission to share in an upcoming issue of the *BeMedWise E-News*.

Please **share** the *BeMedWise E-news* with your colleagues. Use the "Forward email" link at the very bottom of this newsletter--you can add up to 5 email addresses. Be sure to bookmark and visit [BeMedWise.org](#) and [NeedyMeds.org](#).

On behalf of BeMedWise and NeedyMeds,
Our Best Wishes to all for a Happy and Healthy 2019!

Warm regards,
Deborah
Director of Special Projects



BeMedWise Celebrates 33rd Annual "Talk About Your Medicines" Month

October marked our 33rd [Talk About Your Medicines Month](#) (TAYMM). [BeMedWise](#) and our health education stakeholders used this nationally recognized health observance month to talk about opioid safety and demonstrate how everyone can **Take Action to Prevent Opioid Misuse and Abuse**. TAYMM focused attention around the magnitude of the problem as well as how patients, their families, caregivers and healthcare professionals can take action and work together to manage these serious medications and ensure safe and appropriate medicine use, including safe storage and disposal.

New this year:

- [TAYMM website](#) features our customary tips/downloads and resources for patients and providers to help to stimulate conversations about understanding and avoiding the potential risks and misuse of opioid medications.
- NeedyMeds hosted a kick-off webinar which can be seen on the [NeedyMeds YouTube channel](#). Stakeholders and partners received a TAYMM communications planning toolkit, comprised of a news article, social media messages and more to share with their respective constituencies.

BeMedWise appreciates the participation of many supporters and stakeholders in this year's very successful "Talk About Your Medicines" Month. All TAYMM messages are "evergreen" and can be used for health-related events throughout the year.

BeMedWise and ISOP Announce Partnership

In November, BeMedWise and the [Israeli Chapter of the](#)

BeMedWise's participation in AAOA as a named partner during 2018 included featuring AAOA resources and tools on TalkAboutYourMedicines.org that support *Taking Action to Prevent Opioid Misuse and Abuse*, the theme for this year's **Talk About Your Medicines** month. The TAYM site includes a link to the suite of tools developed with AAOA's pharmacy organization partners to help pharmacists engage with and educate patients about the safe use, storage, and disposal of prescription opioids.

BeMedWise also disseminated the AAOA educational messages for appropriate use and proper disposal of opioids through the NeedyMeds and BeMedWise social media channels. BeMedWise helped AAOA identify potential partners as well as educational tools and resources for their website.

CDC PROTECT Initiative - Up and Away

As this year's cold and flu season gains momentum, the [Up and Away](#) campaign, in collaboration with the CDC and its PROTECT Initiative, is reminding parents to store all medicines up and away - out of sight and reach of young children - after every dose.

Your organization's social media team can participate in the "Cold & Flu" rally, January 20-26, 2019 and again during Poison Prevention Week, March 17-23, 2019. Click here for the [English Social Media toolkit](#) and the [Spanish toolkit](#). BeMedWise is a member of [CDC PROTECT](#).

The Acetaminophen Awareness Coalition (AAC) Know Your Dose

The Acetaminophen Awareness Coalition (AAC) [Know Your Dose](#) campaign reminds patients to use caution when taking acetaminophen during the cold and flu season.

New Twitter and Facebook posts and graphics have been tailored for different audiences, [consumers, caregivers](#) and [healthcare professionals](#). You can customize the language for your specific audience and use throughout the year. BeMedWise is a member of the Acetaminophen Awareness Coalition - Know Your Dose campaign.

Is Your Organization/Company Logo Up-to-Date?

Please visit the [BeMedWise Supporter](#) page and look at your organization link and logo. If the logo needs to be added or updated - please

[International Society of Pharmacovigilance](#) (ISOP Israel) formed a new partnership. As part of the collaboration and ISOP Israel's efforts to improve patient safety and increase medication adherence, ISOP Israel is planning to translate several BeMedWise educational resources into Hebrew, including the "[Talk Before You Take](#)" program tools to support healthcare providers and their patients when communicating about the benefits and potential risks of their medications. One target area where these tools will be implemented is part of an integrated risk management strategy on anticoagulants in a variety of multi-disciplinary settings including hospitals and community pharmacy.



Partner with NeedyMeds during 2019

As you know, BeMedWise is thrilled to have found a new home with NeedyMeds, a national nonprofit that connects people to programs that help them afford healthcare expenses and become educated healthcare consumers. They achieve this through their helpline [800-503-6897](tel:800-503-6897) and NeedyMeds.org.

During 2018, NeedyMeds assisted 60,000+ helpline callers and received more than 1.6 million unique website visitors. This past year, NeedyMeds.org listed over 2,000 drug coupons, rebates and co-pay cards, had 1.3 million prescription program [applications](#) downloaded, and expanded the free, low-cost medical clinics database to include 16,500+ locations. The NeedyMeds drug discount card saved users more than \$45 million at 65,000+ participating pharmacies.

BeMedWise Council Supporters are invited and encouraged to partner with NeedyMeds by providing specialized educational information for their patient and healthcare professional audiences. It's an efficient way to spread the word about the important work you do, broaden your reach and further your mission. Here are three great ways to do this:

- Host a special topic webinar - Click here to view past webinars on the [NeedyMeds YouTube Channel](#). Webinars are promoted in the NeedyMeds newsletters and on social media.
- Provide health-related content for the NeedyMeds and BeMedWise active social media platforms.
- Become a guest blogger/writer for the popular [NeedyMeds Voice](#).

To learn more, [contact me](#) and I will introduce you to Carla

email your updated logo in EPS format to [Deborah Davidson](#).

[Deborah](#) can also provide your web team with an updated **BeMedWise at NeedyMeds logo** for your organization or company website.

BeMedWise Staff - In, Out & About

Deborah Davidson participated in several partner teleconference calls including: Allied Against Opioid Abuse, Acetaminophen Awareness Coalition - Know Your Dose, Protecting Access for Pain Relief Coalition; and the National Coordinating Council on Medication Error Reporting and Prevention (NCC-MERP).

Deborah also participated in the following meetings and events:

December 3, 2018 - National Consumer's League, Health Advisory Council Meeting and Holiday Reception that featured Wendell Primus, Ph.D., Senior Health Policy and Budget Adviser, Democratic Leader Nancy Pelosi (D-CA), Washington, DC.

November 8-9, 2018 - Annual PROTECT Initiative meeting convened by the CDC in Atlanta, GA.

October 16, 2018 National Consumer's League, Annual Trumpeter Awards Dinner, Washington, DC

October 10, 2018 - Choices Matter - Summit on Opioids, sponsored by Pacira Pharmaceuticals, Washington, DC

October 9, 2018 - National Coordinating Council on Medication Error Reporting and Prevention (NCC-MERP) Meeting. Washington, DC. The Council voted to install BeMedWise as a NCC-MERP member, USP Headquarters, Rockville, MD

September 18, 2018 - Johnson & Johnson Consumer Inc., Annual Partnerlink Meeting, Washington, DC.

September 17, 2018 - American Pharmacists Association (APhA) Foundation Pinnacle Awards Ceremony, Washington, DC

July 31, 2018 - Protecting Access for Pain Relief Coalition Capitol Hill visits, Washington, DC

June 27, 2018 - National Consumer's League Health Advisory Council Meeting and panel discussion on counterfeit drugs, Washington, DC

June 26, 2018 - Patient Access Network, PAN Foundation Meeting to discuss submission of public comments to the Administration's Request for Information (RFI) on the HHS Blueprint to Lower Drug Prices and Reduce Out-of-Pocket (OOP) Costs, Washington, DC.

June 18-19, 2018 - Visit to NeedyMeds offices to meet with staff members, learn about

Dellaporta, Director of Education and Partnerships at NeedyMeds.

Note of Appreciation: National Alliance for Hispanic Health (NAHH)

Jane L. Delgado, Ph.D., M.S., President and CEO, and the Board of Directors of the [National Alliance for Hispanic Health \(NAHH\)](#) graciously provided an office to Deborah Davidson during the 7 month transition period after NCPIE closed their Rockville office in January 2018 and during the dissolution process and transfer of the BeMedWise educational assets to NeedyMeds.

The use of the office, including the use of office equipment and the help (and friendship) of Dr. Delgado and the NAHH staff was an enormous contribution in getting established and quickly operational while being located in NAHH's Washington DC headquarters. In September, former NCPIE Board Chair, Elizabeth Keyes, COO, American Pharmacists Association (APhA) sent a letter to Dr. Delgado and the NAHH Board of Directors, in recognition of their generosity and hospitality.

During this period, Deborah learned about the many health educational programs the Alliance provides to the U.S. Hispanic population. On November 12, Deborah attended NAHH's 45th Anniversary Celebration at the Carnegie Institute, Washington, DC. Deborah and the NAHH staff identified areas for future collaboration including social media outreach during Talk About Your Medicines Month and expanding awareness of NeedyMeds programs.

Factoid: NAHH was one of the signers of the NCPIE documents of incorporation in 1982.

BeMedWise is Now a Blogger for the NeedyMeds Voice

The [NeedyMeds Voice](#) now features a BeMedWise blog. Please click on the links below to read the November and December blogs. These blogs were adapted with permission from the American Pharmacists Association (APhA) from articles that NCPIE previously co-authored with APhA.


December 2018

[America's Love Affair with the Car - and Medicines - Can Be Deadly](#)

November 2018

[Don't Risk a Fall - Know Your Medicines](#)

Join Our Mailing List!

 Like us on Facebook

NeedyMeds and discuss the launch of the new BeMedWise program, Gloucester, MA.

November 15, 2018 - Ray Bullman, BeMedWise Advisor, participated in the Patient Advocacy Strategies To Reduce Cardiovascular Risk from Elevated Serum Triglycerides meeting, convened by the American Pharmacists Association Foundation (APhA) at their headquarters in Washington, DC.

The meeting is part of the project that BeMedWise has participated in that included a survey sent to BeMedWise consumer organizations in October and posted on both the NeedyMeds and BeMedWise websites.

Follow us on [twitter](#)