

## Staff/Email Addresses

Winter 2020

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### Dear Colleague and Friend:

Welcome to the latest issue of the *BeMedWise E-News*. We aim to keep you connected and invite your participation in our on-going programs.

We appreciate the continued support of our BeMedWise Supporters, partners and stakeholders during 2019. With your help, we look forward to strengthening our partnerships and outreach efforts of the BeMedWise program as an important resource for consumers, health educators and community leaders during the coming year.

Please keep in touch and send me an [email](#) if you have news or new programs to share in an upcoming issue of the *BeMedWise E-News* related to the **BeMedWise mission** which is **to promote the wise use of medicines through trusted communication for better health**.

You can also **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](http://BeMedWise.org) and [NeedyMeds.org](http://NeedyMeds.org).

Warm regards,

Deborah  
Director of Special Projects

### Quick Links to Our Websites:

[www.BeMedWise.org](http://www.BeMedWise.org)

[www.talkbeforeyoutake.org](http://www.talkbeforeyoutake.org)

[www.recoveryopensdoors.org](http://www.recoveryopensdoors.org)

[www.NeedyMeds.org](http://www.NeedyMeds.org)

## 2020 E-News Sponsor

Champion level

Johnson & Johnson Consumer Inc.



October is the 34th  
"TALK ABOUT YOUR MEDICINES" Month



**PREVENTING OPIOID MISUSE  
& ABUSE Across the Ages**

Get Relief Responsibly®

## Time to Renew for 2020 BeMedWise Council Supporter



Click here to view the [2020 Supporter Categories and Annual Benefits](#). For questions or to request another copy of your invoice, or to set up a call to learn more about our efforts including opportunities to collaborate on educational program development, webinars and the 35th Talk About Your Medicines Month in October please send an email to [Deborah.Davidson@needy meds.org](mailto:Deborah.Davidson@needy meds.org).

## BeMedWise Council Supporter News

Please take a few moments and learn about the exciting new research, projects and programs of several BeMedWise Supporters.

The **National Consumers League (NCL)** launched [Fraud.org/FakeRx](http://Fraud.org/FakeRx) to help patients steer clear of deadly counterfeit drug websites. The new action center is a new digital consumer education campaign to address the growing global crisis of harmful counterfeit medications. The World Health Organization estimates that one in every 10 medical products circulating in developed countries is either substandard or fake, and nearly \$83 billion in counterfeit drugs are sold annually.

The **National Consumers League (NCL)** and **Allied Against Opioid Abuse (AAOA)** launched the [AAOA-NCL Toolkit](#) to help educate consumers around prescription opioid safety. The Toolkit addresses common questions that patients may have about their rights, risks and responsibilities associated with prescription opioids, and highlights facts about opioid medications to raise awareness about misinformation and prevent misuse before it occurs.

**HealthyWomen** and **Allied Against Opioid Abuse (AAOA)** launched the [AAOA-HealthyWomen Toolkit](#)

## 34th Annual "Talk About Your Medicines" Month

We appreciate everyone's participation to make our 34th **Talk About Your Medicines Month** (TAYMM) a successful one!

This TAYMM, we expanded the scope of Opioid Awareness and Prevention to talk about Preventing Opioid Misuse and Abuse Across the Ages - from toddlers to older adults. The dedicated website, [TalkAboutYourMedicines.org](http://TalkAboutYourMedicines.org) includes educational tips, fact sheets, a [library of educational resources](#) from our stakeholders; and ideas to help plan and host a community event.

Efforts to spread the word about this year's event included:

- [Social Media/Communications Toolkit](#) to make sharing these life-savings resources and tips easy.
- [Talk About Your Medicines Month Blog](#) by Evan O'Connor.
- A 15-minute [webinar](#) showcasing expert resources for opioid safety through the ages - from keeping toddlers safe around meds to ensuring adults prescribed opioids are responsible.
- The webinar and TAYMM were promoted in the NeedyMeds and BeMedWise newsletters and social media platforms.
- [TAYMM Press Release](#) was sent to 5,000+ contacts including Area Agencies on Aging as well as health departments and clinics across the country.
- Follow-up 5 question survey to the BeMedWise Supporters and partners.



## Planning for the 35th Annual "Talk About Your Medicines" Month

BeMedWise and NeedyMeds will implement a rigorous new planning timeline and other marketing strategies to help ensure that the milestone **35th Talk About Your Medicines month** next October will achieve an even bigger success. TAYMM is an annual opportunity to spotlight healthcare issues impacting communities far and wide.

**Medication Adherence** has been selected as the theme and we will be reaching out to our supporters and stakeholders earlier in the process to develop partnering opportunities, disseminate the social media toolkit, etc. in order to create more awareness about the annual health observance and the available educational resources.

The NeedyMeds Board of Directors recognizes that this continues to be a relevant program with untapped potential for creative engagement with partners and community leaders.

to underscore the seriousness of the country's prescription opioid abuse epidemic on families and offers actionable steps for women, who make the majority of the healthcare decisions in the home, to take to ensure opioid medications are secured and out of reach when they are brought into the home.

A recent survey from the **National Council on Aging** reveals [Opioid Crisis Harming Aging Community](#), an untold story about the nation's opioid epidemic and how the crisis is eroding the quality of life of older adults and the ability of local organizations to serve them. NCOA surveyed more than 200 community-based organizations in the aging network from 40 states and Puerto Rico. Seventy percent of local organizations ramped up response to opioid-related issues among older adults compared to two years ago. [Download the report](#). The BeMedWise "MUST for Seniors" program is cited on page 20 in the Resources section.

**Johnson & Johnson Consumer Inc., Scientific Education and Patient Advocacy Team (SEPA)** recently launched an interactive pain management tool designed to help promote conversations between patients and HCPs about individualized pain, pain management goals and appropriate use of medicines. This new Pain Management Tool is available Johnson & Johnson's educational website [GetReliefResponsibly.com](#) and [PainManagementPlan.com](#). A short questionnaire asks patients about their pain management goals and treatment priorities and can be used by HCP's as a discussion guide with their patients.



## Become a BeMedWise Website Beta Tester

[BeMedWise.org](#) is in the process of being revised and has re-launched on a new platform. We value your input and invite you to provide your feedback and suggestions. Please navigate through the site, and complete a brief survey (see the "Hello There!" image on the top right of the home page) to give us your valuable feedback.

During 2020, the BeMedWise and NeedyMeds



## New Projects

BeMedWise is excited to participate in these new projects:

- The American Pharmacists Association **Reducing Cardiovascular Risk beyond LDL: Providing Education Across Healthcare Provider and Patient Communities** - BeMedWise has been involved in the development and review of the project's patient information tools and will help disseminate the availability of these resources designed to raise awareness and provide healthcare education to community pharmacists and their patients on reducing cardiovascular risk beyond LDL with TGs as the identifier.
- The University of Connecticut School of Pharmacy established the **Medication Adherence & Anti-Diversion Solutions (MAADS) Task Force** after recently being the recipient of an FDA funded study titled, "**The Feasibility and Effectiveness of an Opioid Package Prototype (OPP) to Impact Opioid Prescribing, Dispensing, and Patient Use Outcomes.**" BeMedWise has been invited to serve on the advisory board which is currently finalizing the new engineering strategy of unit packaging which will be implemented in a pilot test to help address the opioid crisis in Connecticut. The two main objectives of the project are: (1) To determine the effectiveness of a packaging prototype on prescribing, dispensing, and patient use of a Scheduled II opioid and (2) To assess the feasibility of the packaging prototype for prescribers, pharmacists, and patients.



## Host a Webinar and More with NeedyMeds

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 four great ways to collaborate with NeedyMeds and BeMedWise:

- Host a special topic webinar - Click here to view past webinars on the [NeedyMeds YouTube Channel](#). Webinars are promoted in the NeedyMeds and BeMedWise newsletters and on social media. Current BeMedWise Supporters will be invited to participate in these special topic webinars.
- NeedyMeds can also provide a free training webinar tailored for your members, stakeholders and staff explaining how to save money with the costs of their medicines and provide detailed information on the NeedyMeds patient assistance programs. Click here to view the February [healthcare cost](#)

staff are planning additional enhancements to the website including developing new content and improve overall usability.

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## Collaboration is Key Partner News



In the effort to advance the BeMedWise mission, we value the partnerships below where we collaborate and advance our common goals to develop and disseminate important messages to consumers and healthcare professionals related to safe and appropriate medicine use. If you are aware of relevant existing or emerging initiatives that BeMedWise can be invited to participate in, please contact [Deborah Davidson](#). Click on [About Us](#) to see our list of partners.

### Know Your Dose - Cold and Flu Season

**The Acetaminophen Awareness Coalition (AAC) Know Your Dose Campaign** reminds patients to use caution when taking acetaminophen during the cold and flu season. Twitter and Facebook posts and graphics for the 2019-20 flu season include specific messages aimed at parents of teenagers 13 -17 who may be treating their own symptoms with OTC medicines. There are separate [toolkits](#) for consumer and HCP audiences. BeMedWise is a member of the Acetaminophen Awareness Coalition - [Know Your Dose Campaign](#).

### CDC PROTECT Initiative - Up and Away Campaign

This year's cold and flu season is underway. The [Up and Away](#) Campaign, in collaboration with the CDC and its [PROTECT Initiative](#), is reminding parents and other caregivers 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 by sharing the Up and Away [safe storage messages](#) during this cold and flu season, from December 2019 through February 2020 along with #MedsUpAway. BeMedWise is a member of CDC PROTECT.

### National Heart Valve Disease Awareness Day

BeMedWise joined as a partner for the annual **National Heart Valve Disease Awareness Day** (February 22nd) during American Heart Month. Heart Valve Disease Awareness Day helps spread awareness of the specific risks and symptoms of

[savings webinar](#) for the **American Association of Colleges of Pharmacy**.

- Provide health-related content for the NeedyMeds and BeMedWise active social media platforms.
- Become a guest blogger/writer for the popular [NeedyMedsVoice](#).

To learn more, [contact me](#) and I will introduce you to Carla Dellaporta, Director of Education and Partnerships at NeedyMeds.

**NeedyMeds**, a national nonprofit, connects people to programs that help them afford healthcare expenses and become educated healthcare consumers. They achieve this through their helpline [800-503-6897](#) and [NeedyMeds.org](#). NeedyMeds regularly does updates on over 4,000 patient assistance programs each year.

#### During 2019, NeedyMeds:

- Assisted 40,200+ helpline callers and received more than 3.25 million website visitors;
- Users of the NeedyMeds Drug Discount Card saved almost \$30 million at 65,000+ participating pharmacies.
- Visitors downloaded 1.6 million prescription assistance program [applications](#) from NeedyMeds.org;
- Had more than 9,000 followers on social media.

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## BeMedWise Staff - In Out & About

Deborah Davidson participated in regular partner teleconference calls including: Allied Against Opioid Abuse, Protecting Access for Pain Relief Coalition, the Acetaminophen Awareness Coalition - Know Your Dose Campaign and the CDC Protect Initiative - Up and Away Campaign.

**December 6, 2019** - Deborah attended the **National Consumers League, Health Advisory Council** Meeting and Holiday Reception. The program speaker, Rachel Uzlik (CPHQ) Vice President of Clinical Services at Twin Cities Orthopedics, MN, shared her expertise in the area of reducing opioid reliance through opioid prescription practices, Washington, DC.

**November 21-22, 2019** - Deborah participated in the **Annual CDC PROTECT Initiative** meeting convened by the CDC in Atlanta, GA.

**October 22, 2019** - Deborah attended the **National Consumers League**, Annual Trumpeter Awards Dinner, Washington, DC

**September 24, 2019** - Deborah attended the **Partnership for Safe Medicine**, Congressional Briefings on the latest information and personal stories from victims who lost loved ones to counterfeit medicine and Canadian perspective on drug importation, Washington, DC

**July 31, 2019** - Deborah participated in the **Protecting Access for Pain Relief Coalition**, visits with senior officials at Department of Health and Human Services, Washington, DC.

heart valve disease (HVD), improve detection and treatment, and ultimately saving lives. As many as 11 million Americans have HVD, a potentially disabling and deadly disease, yet 3 out of 4 Americans know little to nothing about HVD. Visit [valvediseaseday.org](http://valvediseaseday.org) to learn about HVD and the campaign. BeMedWise and NeedyMeds participated in the HVD Awareness Day Twitter Chat on February 19.

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

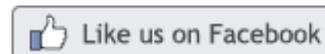
Please visit the [BeMedWise Supporter](#) page and look at your organization link and logo. If the logo needs to be added or updated, please email your updated logo in **EPS** format to [Deborah Davidson](mailto:Deborah.Davidson@needy.org).

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

## BeMedWise Supporters

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- \* Alliance for Aging Research
- \* American Association of Colleges of Pharmacy
- \* American Association of Kidney Patients
- \* Beyond Celiac
- \* Consumer Healthcare Products Association
- \* U.S. Food and Drug Administration
- \* Johnson & Johnson Consumer Inc.
- \* HealthWomen
- \* National Alliance of State Pharmacy Associations
- \* National Consumers League
- \* National Council on Aging
- \* National Association of Nurse Practitioner's in Women's Health
- \* National Osteoporosis Foundation
- \* Project Lazarus
- \* The Gerontological Society of America
- \* The Israeli Chapter of the International Society of Pharmacovigilance



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