



MassMedLine—Pharmacy Outreach Program

Toll Free (866) 633-1617

AT A GLANCE...

MassMedLine

What:

Statewide, toll-free help line for prescription information and assistance offering over \$10 million in savings for Massachusetts residents each year

Who:

Staffed by pharmacists, case managers, client care representatives

Where:

Massachusetts College of Pharmacy and Health Sciences, 25 Foster Street, Worcester, MA

When:

Monday—Friday
8a.m. to 6p.m.

How:

Free Call (866) 633-1617
*Translation Services and
Mass Relay Services*

Walk-in at 25 Foster Street

Internet:
www.massmedline.com

MassMedLine, known as **the Pharmacy Outreach Program**, is a free program run by the Massachusetts College of Pharmacy and Health Sciences to assist Massachusetts residents in obtaining affordable prescription drugs and information about their medications. The program is currently funded by the state under **Line Item 9110-1455 (\$600,000)** and is administered through the Executive Office of Elder Affairs. It is headquartered at the College's Worcester campus, with additional personnel located at the Boston campus.

The program, which began in May 2001, provides for approximately **\$10.6 million in cost savings** for Massachusetts residents annually by identifying various prescription assistance services for consumers.

This figure does not take into account cost savings attributed to assisting callers in enrolling in the Medicare Part D program. It is critical to note that in the first six months of FY06, the average monthly call volume increased by 25% -- from 1200 calls per month in FY05 to 1500 in FY06.

"Everybody understands that prescription drugs are not cheap. MassMedLine will help you get access to medications. They will help you find programs for reduced cost or even free medications. It's a help, it's that much less you have to pay." -Senator Richard Moore

WHAT SERVICES DOES MASSMEDLINE PROVIDE?

The program provides a valuable safety net to Massachusetts residents, especially the elderly and working poor, by providing the following free services:

- ◆ Assistance with finding programs for free or reduce cost medications
- ◆ Direct assistance in enrolling callers into Medicare Drug Plans, State Prescription programs and related financial assistance applications
- ◆ Patient education and medication review from licensed pharmacists
- ◆ Hands-on case management from caring professionals who will assist callers from start to finish
- ◆ Statewide outreach and education programs

"MassMedLine is a tremendous resource that can help individual cut down on their prescription drug costs. Monthly drug bills can be staggering for many people who simply cannot afford the cost. This is a free program that is helping thousands of people get the medications they need at the lowest possible cost."

-Representative Peter Koutoujian

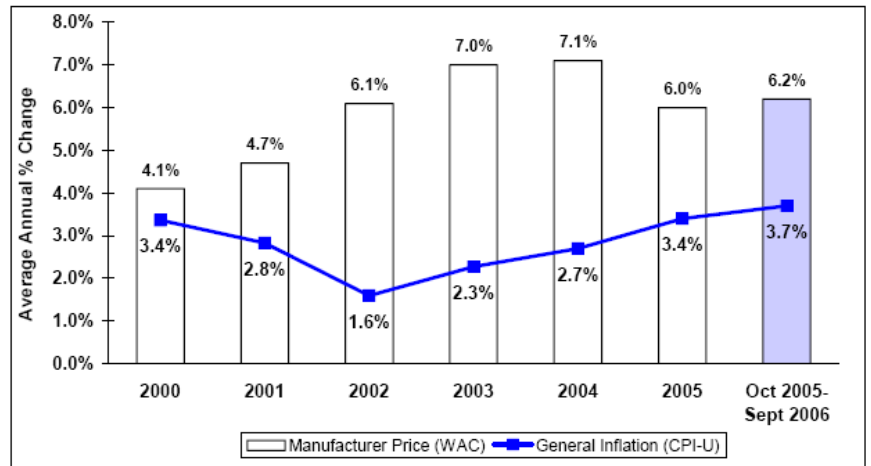


Why MassMedLine?

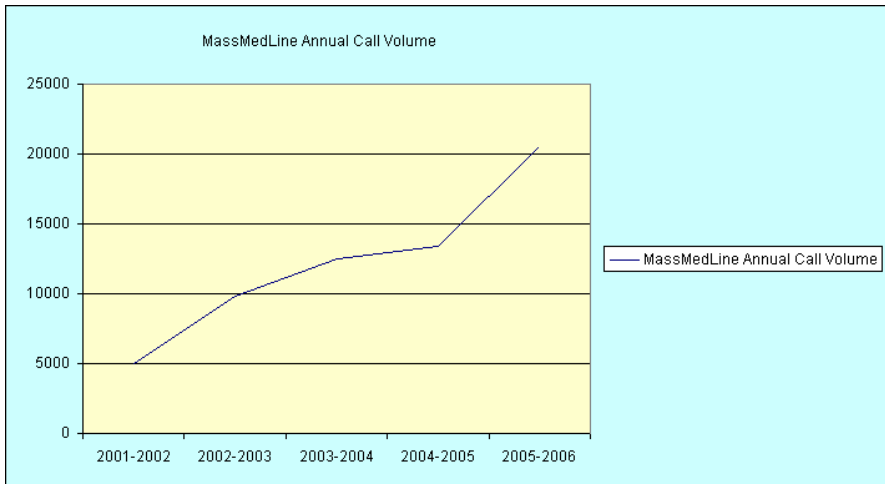
State government continues to seek relief for Massachusetts residents, especially the elderly and working poor, from the rising costs of prescription drugs.

- ◆ Current programs such as Commonwealth Care, MassHealth, Medicare Drug Benefit, and Prescription Advantage have made strides in this area, but many people are still unaware that these programs are available to them. Many callers are unaware of additional assistance available through Social Security Administration and Prescription Advantage that work with the Medicare Drug Benefit. **MassMedLine staff serve to educate, evaluate, assess eligibility and assist with applications to these programs.**
- ◆ MassMedLine's clinical staff will offer practical therapeutic alternatives for additional cost savings to the patient.

Figure 1: Average Annual Percentage Change in Manufacturer Prices for Most Widely Used Brand-Name Prescription Drugs, 2000 through Third Quarter 2006



Source: Trends in Manufacturer Prices of Brand-Name Prescription Drugs Used by Older Americans-Third Quarter 2006 Update; AARP Public Policy Institute



Since the program began in 2001, call volume to MassMedLine's toll-free helpline continues to increase annually, demonstrating a continued need for this service in Massachusetts.

50% of callers are under age 65, representing a need across the lifespan for Massachusetts residents

The Future of MassMedLine

To meet the changing needs of health care providers and residents of Massachusetts, MassMedLine has expanded its health education component. In addition to providing information and referral services on various insurance and patient assistance options, licensed pharmacists educate patients on a variety of health issues related to prescription medications, including: medication safety and compliance, disease specific education, drug interactions, prescription drug abuse, and other health topics as requested.

In 2007, MassMedLine will roll out its new MassMedLink to Health (patient education program). MassMedLink to Health is a program that works with patients who are diagnosed with chronic disease and struggling with drug therapy adherence and compliance.

- ◆ **Medication non-compliance is a complicated and costly health issue, responsible for increased emergency room visits, strain on health care system and patient suffering and death.** Recognizing this, MassMedLink to Health provides consumer friendly, easy to use, patient education utilizing technology through an interactive website as well as toll-free call-in education components with extensive pharmacist follow-up. The project seeks to improve patient understanding about disease states, provide realistic steps for following treatment regimens, offer alternatives and support for costly medications and provide ongoing information through the toll-free help line.

Tell Me More About MassMedLine



Q: How do I contact MassMedLine?

A: Call us directly through our toll-free number, 1-866-633-1617. Mail us by downloading the questionnaire and sending it directly to MassMedLine via the address on the form. Visit our center located at the Massachusetts College of Pharmacy & Health Sciences, 25 Foster Street, Worcester, MA 01608. Or email us via massmedline@mcphs.edu. To better meet the needs of the diverse populations of Massachusetts, MassMedLine utilizes a third party language line for translation and offers outreach materials in a variety of languages.

Q. Who staffs the hotline?

A. In addition to a Spanish-English bilingual intake coordinator and trained case management specialists, MassMedLine has the full academic resources of Massachusetts College of Pharmacy and Health Sciences, providing expertise from trained pharmacists, faculty, and students who evaluate medications, plans, and programs to help people obtain the most cost effective prescription coverage.

Q: Is there a fee for the services provided by MassMedLine?

A: MassMedLine is a free service available to all residents of Massachusetts, available through our toll-free helpline or by visiting our free drop in center 8am-6pm Monday-Friday.

Q: Will the information that I provide to MassMedLine remain confidential?

A: In accordance with new Federal guidelines and the HIPAA Act, (Health Insurance Portability and Accountability Act,) all information submitted to MassMedLine will be kept confidential and will be disclosed only to those persons or parties acting to pursue cost-effective medications and to provide timely medications on your behalf. The Privacy Notice is located at the beginning of the questionnaire. Should you have any questions regarding your information, please feel free to contact us, toll-free, at 1-866-633-1617.

Q: Can MassMedLine provide funds so I can pick up my prescription today?

A: MassMedLine does not have medications or funds available to distribute. The trained staff at MassMedLine will assist you in locating agencies in your immediate area that may provide some emergency help to handle these needs.

Q: How do I know if I am eligible to join MassMedLine?

A: MassMedLine is an information and referral service - not a program. Anyone who contacts our offices may utilize our services. Certain programs we refer to do have eligibility guidelines. After reviewing the intake questionnaire, the MassMedLine specialists will be able to distinguish which programs may fit your individual requirements. Some of the eligibility guidelines of these programs may include income, insurance status.

Q: How long does the information process take?

A: Once you have called the MassMedLine office and completed and returned the questionnaire, pharmacists will review your profile to determine which programs you may be eligible for.

Q: If I am eligible to receive medications from the manufacturer, how long will that process take?

A: Once we send the completed form into the manufacturer, the estimated time to hear back from them is 4 to 8 weeks.

Q: If I am eligible to receive medications from the manufacturer, where will they be delivered and for how long?

A: Although each company has different guidelines, medications are usually delivered to the physician's office – It is important that you work with your physicians office by making them aware that a package may be arriving. Medications may be delivered in 3 month intervals to provide temporary assistance. Some manufacturers require a new application to be submitted every 3 months.

The MassMedLine Consumer

MassMedLine is a free statewide program which provides a valuable service to health care professionals, government officials and private citizens throughout Massachusetts.

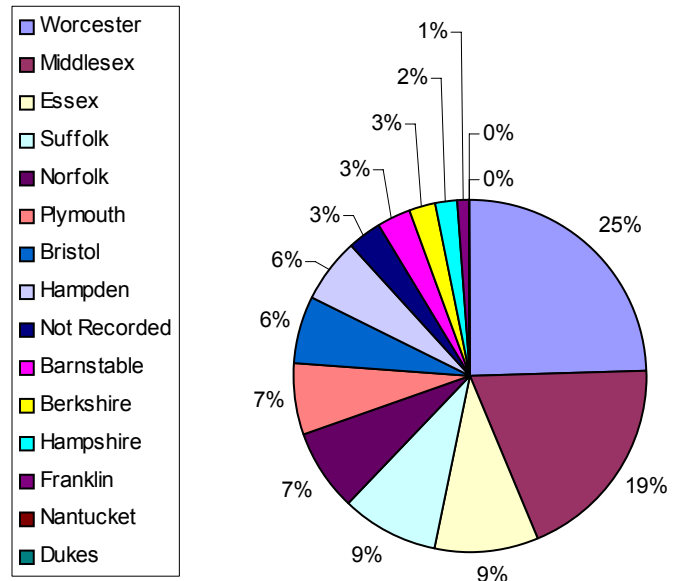
"Thank you so very much for going out of your way to solve my Medicaid and Medicare insurance problems. I appreciate it very much!"

-Patient, Orleans, MA

"Thank you for your assistance - I am able to help so many more clients because I understand the issues".

- Nurse, Boston Hospital

**MassMedLine Clients Served by County
June 2005 - July 2006**



"I now receive my needed inhaler from the company's program. MassMedLine saved my life, I am extremely grateful. Thank you."

-Patient, Sutton, MA

"I have received my corrected insurance coverage and wanted to thank you for assisting me. You are my angel. Thank you MassMedLine for being here for me".

-Patient, Lawrence, MA

As a pharmacist, I know firsthand the difficulties patients have getting access to their medications. I referred my patient to MassMedLine when she could not afford her \$720 medication. MassMedLine assisted her in reducing the fee to \$3. This has made a tremendous impact.

- Pharmacist, Millbury, MA

"This letter is to convey our heartfelt gratitude for your assistance with the Medicare Prescription Drug enrollment campaign...As HHS Secretary Michael Leavitt said "With the help of so many, we have a real opportunity to make history and have prescription drug coverage for 90 percent of people with Medicare in the first year," Thanks to you, we made history by extending coverage to over 38 million people nationally, with an even higher percentage in New England covered than in the rest of the country"

-quote from thank you letter to MassMedLine from former Regional Director of the US Department of Health and Human Services, Brian Cresta, 6/14/06