



## Rx FOR OKLAHOMA:

### IMPACTING COMMUNITY HEALTH ISSUES SFY 2007

Oklahoma ranks 5<sup>th</sup> from the largest with 17% of People Without Health Insurance Coverage.<sup>1</sup> The Rx for Oklahoma Prescription Drug Program administered through the Oklahoma Department of Commerce (ODOC), is among many programs and entities that are accepting the challenge of assisting uninsured and underinsured Oklahomans with prescription assistance. <sup>1</sup> <http://www.census.gov/prod/2007pubs/p60-233.pdf>

The purpose of Rx for Oklahoma in reference to HB 1853 is to assist medically indigent (uninsured and underinsured) Oklahomans with the application process established by drug manufacturers to receive free and low-cost medications.

This report displays the outcomes, impact, community outreach/education, and collaborations experienced through the goal of ODOC and Rx for Oklahoma, to support communities with programs that will provide a better quality of living for individuals and families. The program performance detailed below was provided by the following SFY 2007 awarded contractors:

Service Locations	SFY 2007 Awarded Contractors	SFY 2007 Awarded Amounts
Region 1	Community Development Support Association	\$123,355
Region 2	Great Plains Improvement Foundation	\$143,018
Region 3	Northeast Oklahoma Community Action Agency	\$229,235
Region 4	KiBois Community Action Foundation	\$150,064
Region 5	Community Action Agency of OKC & Oklahoma/Canadian counties, Inc	\$229,328
TOTAL		\$875,000

#### OUTCOMES

With an average monthly income of \$1,489 (\$1,348 – National Avg.) for clients assisted, Rx for Oklahoma contractors helped over 4,100 clients, during SFY '07, with the drug manufacturer's application process for approximately 10,900 prescriptions. The estimated savings for prescriptions totaled over \$4.2 million. Additional program outcomes and accomplishments for clients assisted are as follows and in Appendix A:

- Approximately 2.7 prescriptions / per client / per month
- Estimated savings per prescription \$367 / per month
- Estimated savings per client \$990 / per month
- 70% (uninsured) – 30% (underinsured)
- Average number of people in household 2.21 (2.26 –National Avg.)
- Average percent of poverty level 125% (117% - National Avg.)
- 65% of clients assisted are in the age group 41- 64y

**IMPACT**

The Rx for Oklahoma Prescription Drug Program has provided an efficient and effective return on investment measured financially and as a benefit to the community. The average cost per service delivered is valued at \$22.07 / month / client. The average cost per outcome is measured by the following benefits and impact:

<b>Client / Community Impact</b>	
Clients utilize savings to meet other essential needs.	51%
Clients improve medication dosage compliance.	32%
Family members of clients experience reduced financial stress.	10%
Clients reduced visits to emergency rooms and physicians, as a result of improved health.	7%
*random telephone survey results	

During SFY 2007, of the approximate 5, 000 clients requesting assistance with processing prescription assistance applications, 7% were determined ineligible by the drug manufacturers and 14% exited the program and enrolled in healthcare plans.

**COMMUNITY OUTREACH AND EDUCATION**

The Rx for Oklahoma contractors are diligently promoting public awareness of the program through participation in health fairs and other community activities. ODOC led a statewide public awareness campaign by first establishing a statewide Toll-free number (1-877-794-6552 / 1-877-RX4-OKLA); and then, a uniform logo and informational webpage ([www.RX4OKLA.com](http://www.RX4OKLA.com)). The contractors were provided an opportunity to purchase the following program marketing items for distribution during their regional public awareness activities and promotions:

- Brochures, Ink Pens, Note Pads, Pill Boxes, Posters, Refrigerator and Vehicle Magnets, and Banners.
- PowerPoint Presentations, Public Service Announcements, and Billboards are additional vehicles used for program promotion and awareness.

These different promotional vehicles are providing a tremendous impact on the number of calls received through the development of the Toll-Free number.

*NOTE: Toll-free number went live 5/31/07(180 calls received statewide between 5/31/07 and 6/30/07 – SFY’07).*

**COLLABORATIONS**

ODOC and Rx for Oklahoma contractors have partnered with the following state agencies to provide a comprehensive prescription assistance service.

- Oklahoma Health Care Authority (OHCA) administers the state funding for the OklahomaRx Discount Card that is a result of SB 547. Rx for Oklahoma contractors took the lead and enrolled 428 Clients into the discount card program during SFY’07. The discount card is a prescription assistance resource for clients that may be over income for the drug manufacturers free medication programs.

- Oklahoma Insurance Department (OID) provided funding to Rx for Oklahoma through an interagency agreement with ODOC; Rx for Oklahoma staff were trained as counselors to disseminate Senior Health Insurance Program (SHIP) information for Medicare and Part D to the senior community. The staff assisted over 370 Medicare Beneficiaries.

### **CONCLUSION**

Rx for Oklahoma has addressed a local, state, and national need for healthcare options. It is understood that this program is not the fix but an alternative to a larger issue of uninsured Oklahomans. The outcomes presented may be a catalyst to change public policy rather than justify an obvious need.

The outcome data demonstrates a need for a prescription assistance service; it is the substantive difference in the quality of the lives of people that Rx for Oklahoma has chosen its focus. This focus will ensure that the purpose is clear for providers, funders, and the public to see the benefit to Oklahomans.

### **NEXT STEPS / DOWN THE ROAD**

Down the road, the steps to demonstrate and produce an impacting program that is administered efficiently and effectively.

1. Maintain proficient and proactive service contractors.
2. Distribute program information to increase client participation.
3. Maintain and engage in collaborations.
4. Garner support for innovative efforts.
5. Strive to be the model for prescription assistance services.
6. Strengthen and target existing services for expansion and effectiveness.
7. Retain or increase funding.

Appendix A: Rx for Oklahoma SFY 2007 Outcomes

