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## **TOGETHER Rx ACCESS LAUNCHES REDESIGNED WEBSITE**

*Enhances availability of information on prescription savings programs;  
adds resources about healthcare access options*

**Alexandria, VA, March 16, 2011** – In a changing healthcare environment, many Americans need help navigating healthcare options and understanding how they and their families can best access resources to help them take better care of their health. Together Rx Access<sup>®</sup>, a prescription savings program sponsored by many of the nation’s leading pharmaceutical companies, has significantly redesigned its website -- TogetherRxAccess.com -- to better connect people to valuable health information and resources.

Visitors to TogetherRxAccess.com can continue to determine eligibility and immediately enroll in the Together Rx Access prescription savings program. In addition, they can now access resources that can help them learn how healthcare reform may impact them and their families, uncover ways to better manage chronic conditions, and connect with others who are also striving to maintain healthy habits. The website also allows healthcare professionals and other community leaders to order Together Rx Access materials and contribute content to the site by authoring articles and guest columns.

“In our conversations with uninsured individuals, healthcare professionals, patient advocates, and our cardholders, we are frequently asked for more information and resources about access to healthcare – in addition to prescription savings,” said Roba

Whiteley, executive director of Together Rx Access. “By redesigning our website to include valuable health resources, such as links to healthcare reform information, podcasts of health tips, and guest columns by health experts, we are responding to this need and helping people take better care of their health.”

TogetherRxAccess.com continues to offer key information about the prescription savings program that cardholders have come to rely on including: eligibility requirements, online enrollment, pharmacy locator, and a list of brand-name prescription medicines and products included in the Program.

Programs like Together Rx Access can help eligible uninsured people access the medicines they need while they wait for healthcare reform to be implemented. This is critical as results from a recent consumer poll showed that nearly half (44 percent) of the uninsured may delay seeking health insurance coverage while waiting for healthcare reform.\*

### **About Together Rx Access**

With Together Rx Access, uninsured Americans gain access to immediate savings on prescription products right at their neighborhood pharmacies AND resources that help people take care of what’s most important...their health.

The Together Rx Access Card was created by many of the nation’s leading pharmaceutical companies to help hardworking Americans and their families gain access to immediate and meaningful savings on prescription products right at their neighborhood pharmacies. Most cardholders save 25 to 40 percent<sup>†</sup> on brand-name prescription products. Medicines in the Program include those used to treat high cholesterol, diabetes, depression, asthma, and many other common conditions. More than 300 brand-name prescription products are included in the Program.<sup>‡</sup> Savings are also available on a range of generic products.

The companies participating in the Together Rx Access Program include Abbott Laboratories; Bristol-Myers Squibb Company; GlaxoSmithKline; Janssen, a Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.; King Pharmaceuticals, Inc.; LifeScan, Inc.; McNeil Pediatrics, a Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.; Ortho Dermatologics, a Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.; Ortho-McNeil Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.; Ortho-McNeil Neurologics, a Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.; Ortho Women's Health & Urology, a Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.; Pfizer Inc; PriCara, a Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.; Stiefel, a GlaxoSmithKline company; Takeda Pharmaceuticals North America, Inc.; Tibotec Therapeutics, a Division of Centocor Ortho Biotech Products, L.P.; ViiV Healthcare; and Vistakon Pharmaceuticals, LLC.

For more information about the Program and to enroll online, visit TogetherRxAccess.com or call 1-800-966-0407. Follow Together Rx Access on Facebook, <http://www.facebook.com/TogetherRxAccess>, and Twitter, <http://www.twitter.com/TRxA>.

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\*Consumer poll conducted in Dec 2009 by Opinion Research Corporation and sponsored by eHealth Inc. [http://news.ehealthinsurance.com/pr/ehi/document/Executive\\_Summary\\_Opinion\\_Research\\_Health\\_Reform\\_Survey.pdf](http://news.ehealthinsurance.com/pr/ehi/document/Executive_Summary_Opinion_Research_Health_Reform_Survey.pdf) Accessed March 15, 2011.

†Each cardholder's savings depend on such factors as the particular drug purchased, amount purchased, and the pharmacy where purchased. Participating companies independently set the level of savings offered and the products included in the Program. Those decisions are subject to change.

‡Visit TogetherRxAccess.com for the most current list of brand-name medicines and products.

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