



Center for Medicines & Healthy Aging[®] and BidRx[®] Partner to Help Consumers Save on Prescription Medications

(Alexandria, Virginia – July 17, 2009) The majority of Americans take one or more prescription medicines on a regular basis, and 40% of community-dwelling seniors take five or more. With the recent downturn in the economy and increase in unemployment, many people are looking for ways to save on prescription drug costs.

The Center for Medicines & Healthy Aging[®] (CMHA) — a consumer-focused resource developed by the American Society of Consultant Pharmacists (ASCP) Foundation — provides reliable, authoritative medication management information for older adults and their caregivers. The information, materials, and tools provided on the CMHA website (www.medsandaging.org) enable better self-care management and lead to healthier and more productive lives.

One section of the CMHA website provides numerous strategies for saving money on prescription drugs. Among these strategies is purchasing prescription drugs through legitimate online pharmacies. A valuable resource for purchasing prescription drugs online is BidRx[®], which is described and linked to on this section of the CMHA site. A website for patients, providers, caregivers, and benefit sponsors, *BidRx.com* is a competitive marketplace for finding the best value on medications. As online travel sites and online auction sites have revolutionized how consumers find inexpensive airfares, hotels, and other goods and services, BidRx[®] does the same for prescriptions.

BidRx[®] is a value-driven, interoperable system accessible by patients, prescribers, pharmacists, insurance companies, employers, pharmaceutical companies, patient advocates, government agencies, and others. Users learn about the cost of prescriptions and similar products and can act on the information to save money. Patients and prescribers get information about prescription options and prices at BidRx[®] whenever it is needed; the result is that prescribers choose more cost-effective therapies and save money for their patients. Additionally, the website gets instant bids on prescriptions from competing pharmacies and shows offered services, location options, and prices before a pharmacy is chosen; the result is that patients choose pharmacies that meet their needs, get the services they require, and save money.

Consumers can use BidRx[®] to replace or augment the traditional model for buying prescriptions. Medication Therapy Management (MTM) pharmacists can

use BidRx® as an effective tool in their pursuit of low cost, effective, and safe drug regimens for their patients.

"The Center for Medicines & Healthy Aging® was created to raise awareness about medication-related problems in older adults and to provide information and tools to improve medication management in this population," said Lisa Gables, ASCP Foundation Executive Director. "BidRx® was created by pharmacists for the benefit of consumers," added Dr. Ralph Kalies, BidRx® CEO and past president of ASCP. "The strategies provided by CMHA combined with the ability of BidRx® to obtain the lowest prices offer an excellent opportunity for consumers to save money on their prescription drugs."

BidRx®

BidRx®, LLC, based in Oshkosh, Wisconsin, connects consumers and prescribers with pharmacies, manufacturers, and benefit sponsors and empowers them to make better, more cost-effective drug and service purchasing decisions. For more information, visit www.BidRx.com.

Center for Medicines & Healthy Aging®

The Center for Medicines & Healthy Aging® (CMHA) is the premier authoritative consumer-oriented website designed to educate older adults and caregivers about principles and practices associated with safe and appropriate use of medicines in older adults. Although a number of websites provide general drug information, CMHA is intended to provide practical, unbiased information focused on medicine use in older adults, including the potential impact of combinations of multiple medicines, the importance of adherence to medication regimens, and other issues. CMHA is a service of the American Society of Consultant Pharmacists Foundation. Visit the CMHA website at www.medsandaging.org.

American Society of Consultant Pharmacists Foundation

The American Society of Consultant Pharmacists Foundation is the research and education affiliate of the American Society of Consultant Pharmacists (ASCP). Its mission is to foster appropriate, effective, and safe medication use in older persons. The ASCP Foundation provides leadership, innovation, and expertise in medicines and aging to seniors and those who care for them. The unique focus of the ASCP Foundation is the development, integration, and application of knowledge regarding medication use in the senior population and the practice of senior care pharmacy to optimize health outcomes. Visit the ASCP Foundation's website at www.ascpfoundation.org.

###