

HOPE MEDICAL OUTREACH COALITION

News Release

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HOPE MEDICAL OUTREACH COALITION, HEALTH DATA CARD JOIN TO PROVIDE SMART CARDS TO MEDICALLY UNDERSERVED POPULATION

Omaha, NE – Hope Medical Outreach Coalition (Hope) and Health Data Card, LLC. (HDC), have joined to provide Health Data Cards at no cost to patients who use the Hope Pharmacy to fill prescriptions, according to Sue Fredricks, community relations coordinator for Hope.

The pilot project will provide patients enrolled in the Hope pharmacy program with the smart card, which contains the patient's Emergency 911 medical information along with other patient provided information like demographic, allergies, medications and immunizations. The Hope pharmacists will assist patients in completing the enrollment forms. The Hope Pharmacy program has approximately 700 patients enrolled in its program and Fredricks estimates that 65 to 70 persons use the pharmacy each day. "Our pharmacy is excited to help provide this benefit to our clients" said Beth Robey, Pharmacy Manager.

The Hope Coalition is a program that provides health care to the uninsured and underserved through a network of volunteer medical and dental clinics. There are more than 67,000 uninsured persons in the Omaha metropolitan area, according to the U.S. Census Population Survey. The Health Resources and Services Administration - Community Access Program Grant (HRSA/CAP) is funding the pilot project.

Approximately 500 local medical professionals provide medical and dental services through the Hope Coalition's clinics, brokerage services for surgical and specialty care, and pharmacy services.

The pharmacy, located at 2566 St. Mary's Ave., fills prescriptions for patients of 5 clinics. The national 340b buying program is used for eligible patients. Individuals and families receive their medications at 50-70% discount from the "normal" cost at retail pharmacies. Making medication affordable means families can be more productive, able to return to work quicker and for children, more attentive in school. Patients not eligible for the 340b program receive their medicine at acquisition cost plus a dispensing fee, which is also a substantial savings on most generic products.

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“The project will serve as a pilot program for distribution and use of Health Data Cards through the Coalition’s clinics and to the Omaha uninsured and underserved population” according to HDC President Henry Zach. HDC is providing cards and readers at a reduced cost to help meet Hope’s goal to provide as many cards as possible to their clients. HDC software is provided free of charge to any licensed healthcare provider or institution in the U.S.

For more information about Hope, contact Sue Fredricks, 354-6554. For information about Health Data Card, LLC, contact Deborah Trivitt, 573-7143 or 598-7804 or visit their website at

www.healthdatacard.com.