



For Immediate Release

**MAYOR BOOKER ANNOUNCES PARTNERSHIP WITH HEINZ PHILANTHROPY
TO PROVIDE LOW-COST/NO COST PRIMARY HEALTH CARE
AND PRESCRIPTION DRUGS TO QUALIFYING CITY RESIDENTS
*Newark Rx and NewarkHealthPlus will help uninsured and under-insured;
Initiative unites administration, drug manufacturers, non-profits, and community groups;***

Newark, NJ – September 22, 2009 – Mayor Cory Booker and Child and Family Well-Being Director Maria Vizcarrondo today announced the launch of *NewarkHealthPlus and NewarkRx*, two pioneering programs to help the uninsured and under-insured living in Newark.

NewarkHealthPlus and *NewarkRx* will provide uninsured and underinsured Newark residents with a medical home and critically-needed prescription medications, at little or no cost. *NewarkHealthPlus* provides people lacking health care coverage with a medical home – a physician practice where doctors manage all of a patient’s medical care under one roof – so they do not need to use a hospital emergency department for basic, primary medical care. *NewarkRx* helps qualified people get vital brand name prescription medications for free, and generic medications for \$4, a cost that is waved, as well, for those who cannot afford it.

“We are uniting with caring partners to find a local solution to the national health care crisis,” Mayor Booker said. “Through this partnership, we will provide quality primary health care and prescription medications to residents who are uninsured or under-insured, which will help save the lives of our residents. At the same time, Newark will again define innovation and excellence to our entire nation, continuing the mission we began at my inauguration to have our City set a national standard for urban transformation.”

These primary care and prescription drug initiatives were created by Newark’s city government in partnership with The Heinz Family Philanthropies, PS2, PhRMA (the trade association representing pharmaceutical manufacturers), the American Heart Association, Forest Hill Family Health Associates, the Institute for Medication Access and Compliance and others.

“I want to especially thank Teresa Heinz, Chris Heinz and Sasha Heinz for helping bring an exciting health care solution to Newark,” added Mayor Booker. “Through the Heinz Foundation’s efforts in working with Newark Now, PhRMA, LabCorp and others people living in Newark will begin to obtain something every uninsured American needs – access to a primary care doctor and medications at little or no cost.”

Teresa Heinz, chairman of the Heinz Family Philanthropies called the Newark Initiative “a laboratory for changing the way health care can be delivered and access to medications can be obtained.”

- MORE -

Mrs. Heinz explained that the Foundation and PS2 have been working with PhRMA, Abbott, LabCorp and other partners to create similar initiatives across the U.S. One specific goal is to demonstrate the savings achieved when people have access to needed medications and medical care and are not forced to use a hospital emergency department for primary care. “This return on investment strategy will also be used in Newark,” Mrs. Heinz said.

Reductions in costs in Newark – primarily through diminished demand for uncompensated care – will be measured and used to demonstrate the economic benefits of this care model.

“We look forward to the success of NewarkHealthPlus and Newark Rx,” said Jan Faiks, PhRMA vice president for government affairs and law. “And we are proud to be working with Mayor Booker, Newark’s health care community and many other partners on such vitally important programs. It is through efforts like these that we are able to help our neighbors in New Jersey live longer, more productive lives. America’s pharmaceutical research and biotechnology companies, including many headquartered right here in the Garden State, have a long tradition of providing assistance programs that help patients obtain the life-sustaining treatments they need to prevent or manage a wide range of diseases.”

Corinne Francis, Vice President, Mission Integration at Saint Michael’s Hospital said, “The partnership with Mayor Booker, the Heinz Foundation and the creation of NewarkHealthPlus and NewarkRx will help the uninsured gain access to free medication programs offered by the pharmaceutical manufacturers and primary care. Saint Michael’s looks forward to a robust partnership and collaboration.”

The Institute for Medication Access and Compliance (IMAAC) has agreed to provide partial funding for and participate in the oversight of the *NewarkRx* initiative. In addition to accessing standard prescription access programs for branded prescription products, the pilot will use the Welvista central-fill mail order medication access process to ensure low cost, streamlined access to pharmaceutical products for enrolled patients.

To be eligible, individuals must live in Newark, have a household income at or below 200 percent of the federal poverty level, lack private insurance and be ineligible for public assistance through programs like Medicare and Medicaid. Applications will be accepted at any Newark Now Family Success Center, at the Newark Now Financial Empowerment Center and the Forest Hill Family Health Associates office.

-NEWARK-

Contact: Press Information Office: (973) 733-8004
E-mail: Pressoffice@ci.newark.nj.us
Heinz Family Philanthropies – Jeffrey Lewis: (703) 403-9695
www.ps2healthcare.org

About the City of Newark, New Jersey

Newark, commonly referred to as Brick City, is the third oldest city in the United States and the largest in New Jersey, with a population of more than 280,000 people. Newark sits on one of the

nation's largest transportation super-structures including an international airport, major rail connections, major highway intersections and the busiest seaport on the east coast.

With a new Administration as of July 2006, Newark continues to see signs of a strong revival. In population, it is one of the fastest growing cities in the northeast. Its six major colleges and universities are further expanding their presence. The production of affordable housing has doubled, businesses are returning and crime is going down. There is still much work to be done but Newark is on its way to achieving its mission: to set a national standard for urban transformation.

The Heinz Family Philanthropies is the personal philanthropy of Teresa Heinz. The focus is specifically on environmental issues with a small but potent domestic policy program focused on health care, women's retirement, and other issues. The challenges facing state and local elected officials in providing quality health care in an environment of growing need and decreasing dollars demand new thinking and solutions.

PS2 – Public/Private Sector Solutions for America's Health Care Future – believes in providing workable, affordable *real solutions for real problems*. Born from our work at the Heinz Family Philanthropies, PS2 is dedicated to working with public officials to create sustainable, affordable and unique health care solutions for each public entity. For more information, visit their website at www.PS2healthcare.org

Founded in 1924, the **American Heart Association** is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases – America's No. 1 and No. 3 killers – we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health.

The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the country's leading pharmaceutical research and biotechnology companies, which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives. PhRMA companies are leading the way in the search for new cures. PhRMA members alone invested an estimated \$50.3 billion in 2008 in discovering and developing new medicines. Industry-wide research and investment reached a record \$65.2 billion in 2008.

Forest Hill Family Health Associates is a family practice located in Newark. Led by Thomas R. Ortiz, MD, FAAFP, Forest Hills is committed to providing care to underserved populations and to developing the model of primary family healthcare delivery system for an urban setting. Dr. Ortiz was instrumental in the creation of a number of efforts to bring care to New Jersey's lower-income communities, including the Office of Minority Health, NJ Kids Care, the Community Partnership to Immunize Newark's Kids. He is a distinguished Associate Professor of Family Medicine at NJ Medical School.

The Institute for Medication Access and Compliance is a comprehensive, innovative 501(c)(3) organization that, through medication and supportive services will enhance the quality of life. Through collaborative relationships, IMAAC enables anyone in the US to access medication and relevant information necessary to enhance their quality of life. Through leveraging the expertise of health care providers and supportive service organizations, IMAAC

advances the medication access and compliance knowledge base of society through innovative programs, education and outcomes research.

Participating pharmaceutical manufacturers: Abbott, Astra Zeneca, Johnson & Johnson, Merck, Novartis, Pfizer and Sanofi Aventis

For more information on the City of Newark, please visit our website at www.ci.newark.nj.us

Follow us on Twitter: www.twitter.com/cityofnewarknj