Cardinal Health Supports HHS Effort to Encourage Community Pharmacies to Educate Senior Citizens about New Medicare Benefits, Options

DUBLIN, Ohio, Sept. 26, 2012 /PRNewswire/ -- Cardinal Health this week announced that it is kicking off an effort to encourage its retail pharmacy customers to educate their patients about new Medicare benefits and options that will be available under the Patient Protection and Affordable Care Act, starting in 2013.

In preparation for the Medicare open enrollment period, which kicks off October 15, the Department of Health and Human Services (HHS) recently made available an array of materials to educate patients about new Medicare benefits — which include new preventive services like mammograms and annual wellness visits, as well as new prescription drug savings options.

Cardinal Health is supporting HHS’s educational campaign by promoting these educational materials among its retail pharmacy customers, including several hundred regional chain pharmacy locations and more than 7,500 independent pharmacies, nationwide.

The company is also hosting a series of webinars for its retail pharmacy customers — aimed at ensuring pharmacists and pharmacy owners are familiar with these free patient educational materials. The webinars will also reinforce the important role community pharmacists can play in ensuring patients are aware of their Medicare coverage options.

"It's important for Medicare beneficiaries to fully understand their coverage options — and the new benefits and services that are available to them starting in 2013," said Jon Giacomin, president of U.S. Pharmaceutical Distribution for Cardinal Health. "It’s our pleasure to make sure that our customers have access to these patient education materials — because Cardinal Health passionately believes that community pharmacists can play a powerful role in helping patients better manage their health — and in helping patients make more informed decisions about their healthcare."

Cardinal Health is joining other organizations in this important partnership. More information on working with HHS to educate consumers about available benefits can be found at: http://www.cms.gov/Outreach-and-Education/Outreach/Current-Partnership-Opportunities/index.html

About Cardinal Health

Headquartered in Dublin, Ohio, Cardinal Health, Inc. (NYSE: CAH) is a $108 billion healthcare services company that improves the cost-effectiveness of health care. As the business behind health care, Cardinal Health helps pharmacies, hospitals, ambulatory surgery centers and physician offices focus on patient care while reducing costs, enhancing efficiency and improving quality. Cardinal Health is an essential link in the health care supply chain, providing pharmaceuticals and medical products to more than 60,000 locations each day. The company is also a leading manufacturer of medical and surgical products, including gloves, surgical apparel and fluid management products. In addition, the company supports the growing diagnostic industry by supplying medical products to clinical laboratories and operating the nation’s largest network of radiopharmacies that dispense products to aid in the early diagnosis and treatment of disease. Ranked #21 on the Fortune 500, Cardinal Health employs more than 30,000 people worldwide. More information about the company may be found at cardinalhealth.com and @CardinalHealth on Twitter.

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