



# PARTNERS IN HOPE

*an outreach and communications resource*

DISPENSARY OF

**HOPE**

# A RESOURCE

Here at Dispensary of Hope, we are excited to offer *Partners in Hope*, a network site resource designed to improve awareness of your medication access program and help our member sites work together to improve access to medication for the nation's most vulnerable residents.

Our member sites have first-hand knowledge of best practices, innovative approaches, and effective communication that improves access and awareness. As such, we intend for this initiative to be a tool for dialogue; ensuring that best practices are shared throughout the network to support your program.

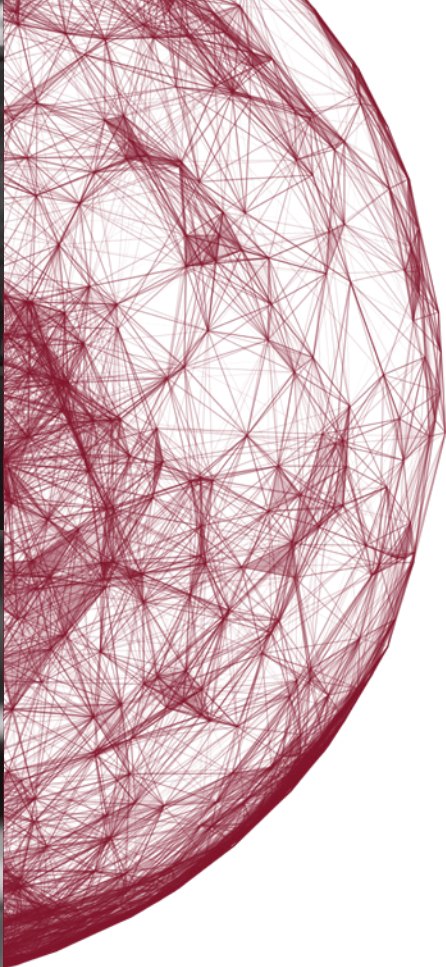
This initial effort includes three separate, printable resources for your use, detailed in the following pages. In the future, participating sites can visit [dispensaryofhope.org](http://dispensaryofhope.org) to have access to:

- *Research*
- *Communications support and media guides*
- *Information on national efforts that impact local community health issues related to medication access*
- *Downloadable handouts for distribution to patients, community referring agencies, and internal partners (Community Benefit, Mission, COO, and others)*
- *Stories from across the Dispensary of Hope network*
- *More*

Together, we can create a more effective response to the growing crisis of access to medication.

LET US HEAR FROM YOU  
[info@dispensaryofhope.org](mailto:info@dispensaryofhope.org) | 615-736-5075





# COMMUNICATIONS SUPPORT

## *Initial Resources for Your Use*

- 1) A flyer you can print and distribute to providers and agencies that can REFER patients to you. There is a space to put your business card to brand the flyer and provide contact information.
- 2) A flyer you can print and distribute to prospective patients. This 8.5"x11" sheet has two flyers, just cut the sheet in half. There is a space to put your business card for contact information.
- 3) An *Outreach and Media Guide* that offers advice on communicating about your program and the role of The Dispensary of Hope.



**DONATED  
MEDICATION, FOR**

**FREE**

Uninsured, low-income patients have more medical complications and are disproportionately affected by chronic illness than their insured counterparts.

It is all too common that they are unable to afford medication that would keep them healthy and out of the healthcare system for avoidable reasons.

Dispensary of Hope<sup>\*\*</sup>, a non-profit organization, has partnered with pharmaceutical manufacturers to ensure patients without necessary means do not go without needed medication. This saves billions of dollars within the healthcare community and improves the lives of chronically ill patients nationwide.

The medications available are in-date and cover a broad range of health issues. In order to enroll, a patient should bring any insurance and income information they might have -whenever possible- to their clinic or pharmacy to determine eligibility.

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CONNECTING ABUNDANCE WITH NEED

Please refer potentially eligible patients to this partnering facility for more information:

*Attach Business Card Here*



\*For patients without commercial prescription coverage, Medicare, Medicaid, VA, Indian Health Service, or other government benefits who meet certain income criteria.

\*\*Dispensary of Hope is a fully licensed and accredited charitable medication distributor.







*Attach Business Card Here*

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## OUTREACH AND MEDIA GUIDE

It is common to speak with others about the charitable work of your clinic or pharmacy through press releases, interviews, and other outreach conversations. On those occasions, please remember the following:

**1)** Dispensary of Hope is a charitable drug distributor and vendor to your program. Patients always benefit by knowing about your program, but only benefit from knowing of Dispensary of Hope in certain circumstances. Dispensary of Hope has no requirement that you share our name and work in your outreach efforts.

**2)** Dispensary of Hope is an organization in Nashville that supplies donated products to your clinic/pharmacy. Your clinic/pharmacy should avoid referring to your program as "Dispensary of Hope" or as "a Dispensary of Hope", as this creates confusion with the manufacturer donors. Instead, share your program's name.

**3)** For assistance in creating your communications, please contact your Dispensary of Hope contact.

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### Please do...

Contact the Dispensary of Hope before you connect with the media, so we can brief you on pharmaceutical news stories we are following. We are happy to serve as a resource as well as your partner.

Contact the Dispensary of Hope immediately following a media agency contacting you if the conversation involves the Dispensary of Hope or if we can be a resource on a specific subject matter.

Promote your own program rather than the Dispensary of Hope to avoid confusion with manufacturer donors and your own patients.

Focus on how providers and patients access your medication program.

Invite as much attention as possible so your local community knows about your services.

Refer to your medication donations in terms of number of pills or bottles donated.

Refer to the patient qualification of your particular program rather than for the Dispensary of Hope as some sites choose to have stricter qualifications than the minimum standards.

Refer your audience to your own website and social media so they can access the most relevant information for your own program.

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### Please do not...

Refer to yourself as the Dispensary of Hope, as that can cause confusion.

Publicly quantify your medication donations from the Dispensary of Hope with a monetary value since these numbers vary greatly.

Mention the name of a specific medication manufacturer, as some donors are anonymous.

Mention the specifics of how the Dispensary of Hope program works such as subscription fees and other agreement terms as these can vary from site to site and cause confusion.

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## THANK YOU FOR YOUR CONTINUED PARTNERSHIP!