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**Coalition Launches Media Initiative Promoting Role of Pharmacists in Seniors' Care
*Initiative Calls for Passage of S. 314/H.R. 592***

WASHINGTON D.C. — The Patient Access to Pharmacists' Care Coalition (PAPCC) – a group of more than 25 organizations representing patients, pharmacists, pharmacies, and other stakeholders – announced the launch of an expanded media initiative promoting the role that pharmacists can play in addressing challenges seniors face with inadequate access to healthcare services in medically underserved communities throughout the nation.

“Patients value and trust the role pharmacists play as members of their healthcare team. As our nation looks for opportunities to provide care for medically underserved Medicare beneficiaries, pharmacists stand ready to help fill the gap in care by providing patients access to healthcare services such as health tests, immunizations, and the management of chronic conditions such as diabetes and heart disease,” said Vince Ventimiglia, President of Leavitt Partners Collaborative Advocates and advisor to PAPCC.

The *Pharmacy and Medically Underserved Areas Enhancement Act* would provide Medicare beneficiaries access to pharmacist-provided patient care services as authorized by state laws and regulations in medically underserved communities.

“While the *Pharmacy and Medically Underserved Areas Enhancement Act* (S. 314/H.R. 592) enjoys strong and growing bipartisan and bicameral support, we are expanding our efforts to promote the role that pharmacists can play in providing healthcare services to seniors,” Ventimiglia continued. “Members of Congress and their staff know the benefit of having pharmacists as part of the healthcare team. Through this initiative, we intend to raise awareness about how pharmacists can help seniors in areas of the country where access to care can be challenging.”

As part of the initiative, PAPCC will run print and digital advertising in beltway media outlets over the course of the Congressional calendar. The “Pharmacists Care, in more ways than you may know” ad, the first in a series, begins to educate readers about the role that pharmacists can play in filling the gap some patients face in accessing care.

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About Us: PAPCC is a multi-stakeholder and interdisciplinary initiative. Membership is comprised of organizations representing patients, pharmacists, and pharmacies, as well as other interested stakeholders. Our mission is to develop and help enact a federal policy proposal that would enable patient access to, and payment for, Medicare Part B services by state-licensed pharmacists in medically underserved communities. Our primary goal is to expand medically-underserved patients' access to pharmacist services consistent with state scope of practice law.

To learn more about the “Pharmacy and Medically Underserved Areas Enhancement Act,” the types of services pharmacists are authorized to provide, and the unmet need that these services can address, go to <http://pharmacistscare.org/>.