

## pharmacy choice now



**challenge:** Due to an exclusive prescription reimbursement arrangement between Blue Cross of Rhode Island and CVS Pharmacy, the state's pharmacy network was closed to several competing pharmacy chains. The closed network dictated where more than 600,000 Rhode Islanders could get their prescription medications filled. Even when the most convenient pharmacy was right across the street, Blue Cross members were forced to go out of their way to fill their prescriptions at a Blue Cross preferred pharmacy.

**solution:** Advocacy Solutions was engaged by Shaw's Supermarkets and Walgreens to create the Pharmacy Choice Now coalition to advocate for passage of pharmacy freedom of choice legislation before the 2004 Rhode Island legislature.



- ❑ Advocacy Solutions designed and launched the [www.PharmacyChoiceNow.org](http://www.PharmacyChoiceNow.org) e-advocacy portal which generated than 2,200 messages to legislators over the course of the campaign.
- ❑ Recruited AARP Rhode Island, Stop & Shop Supermarkets, the Rhode Island Food Dealers Association, and mayors of major Rhode Island cities to join the coalition.
- ❑ Coordinated a state house kick off event which garnered prominent television, radio, and print coverage.
- ❑ Developed coalition print and radio advertisements, handbills, banners, and in store promotional materials.

**result:** The Rhode Island general assembly passed legislation limiting and closely regulating the establishment of closed pharmacy networks.