

# New Cancer Drug Take-Back Program Helps Patients Access Vital Medication

*Cancer care can cost thousands per month and assistance programs are critical to affordability, access and survival*

Ohio State University Comprehensive Cancer Center -  
Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

Produced by: MediaSource <a href="http://www.mediasourcetv.com">www.mediasourcetv.com</a>	To download broadcast-quality video and other multimedia elements: <a href="http://bit.ly/2vF6Swk">http://bit.ly/2vF6Swk</a> .
Package Length: 1:54	Content provided by: Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

## NEWS PACKAGE

<b>SUGGESTED TEASE</b>	CANCER SURVIVORSHIP IS ON THE RISE, BUT SO IS THE COST OF TREATMENT. COMING UP, HOW NEW PROGRAMS ARE HELPING PATIENTS AFFORD THEIR CANCER TREATMENT.
<b>ANCHOR LEAD</b>	THE COST OF CANCER CAN BE MEASURED IN MANY WAYS. CANCER DEATHS ARE DOWN A REMARKABLE TWENTY-SEVEN PERCENT FROM THEIR PEAK IN 1991'. WHILE NEW CANCER THERAPIES ARE IMPROVING SURVIVAL, THEY COME WITH AN INCREASED FINANCIAL BURDEN ON PATIENTS WHO NEED THEM. BARB CONSIGLIO HAS THE DETAILS ON NEW PROGRAMS THAT ARE HELPING TO ENSURE PATIENTS HAVE ACCESS TO THE BEST THERAPIES TO TREAT THEIR DISEASE.
<b>(PACKAGE START) -----</b> <b>CG: Courtesy: The Ohio State Ohio State University Comprehensive Cancer Center- Arthur G. James Cancer Hospital and Richard J. Solove Research Institute</b> <b>:00 - :03</b> Shots of Tori getting coffee	(Nats - Sound) :02
<b>CG: Tori Geib</b> <b>Breast cancer patient</b> Shots of Tori getting coffee	TORI GEIB (guyb) WAS DIAGNOSED WITH METASTATIC BREAST CANCER JUST DAYS AFTER HER THIRTIETH BIRTHDAY. :04  <i>"I just went on what they said to do, and at the time I had really great private insurance."</i> :06
<b>Tori Geib (CG'd earlier)</b> Shots of Kennerly-Shah	THREE WEEKS LATER, HER INSURANCE STOPPED COVERING HER MEDICATIONS. :03  <i>"And I said, 'Well, how much will this be just to get through for the month?' And they said, 'For the one month supply, it's \$11,000.'" :06</i>  THAT'S ABOUT AVERAGE FOR NEW CANCER



Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>

<p>examining pills</p>	<p>THERAPIES, AND IT WAS ONE OF THIRTEEN DRUGS PRESCRIBED TO TORI DURING HER FIRST YEAR OF TREATMENT, A FINANCIAL BURDEN THAT CAUSES MANY PATIENTS TO MAKE HEARTBREAKING DECISIONS ABOUT WHETHER OR NOT THEY CAN AFFORD TREATMENT. :11</p>
<p><b>CG: Julie Kennerly-Shah, PharmD</b> Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute</p>	<p><i>“One in four cancer patients actually report engaging in some risky behavior to try to save them costs. So either skipping refills of medications or even splitting doses.” :12</i></p>
<p>Shots of Tori speaking with financial counselor</p>	<p>TO ENSURE THAT NO ONE HAS TO COMPROMISE THEIR CARE, FINANCIAL COUNSELORS AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER - JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE HELP CANCER PATIENTS NAVIGATE THE COMPLICATED WORLD OF MEDICATION ASSISTANCE. :12</p>
<p><b>Julie Kennerly-Shah, PharmD (CG’d earlier)</b></p>	<p><i>“We’ve helped over 30,000 patients gain access to grant funding or manufacturer assistance programs with a total value of over \$500 million.” :11</i></p>
<p>Shot of Kennerly-Shah filling pill bottle</p>	<p>NOW THAT ASSISTANCE IS EXPANDING FURTHER WITH A NEW PROGRAM THAT KEEPS EXPENSIVE CANCER MEDICATIONS FROM GOING TO WASTE.</p>
<p>Shots of Kennerly-Shah giving medication to patient in pharmacy</p>	<p>EXPERTS WORKED WITH THE STATE BOARD OF PHARMACY TO IMPLEMENT NEW RULES THAT ALLOW PATIENTS TO RETURN UNNEEDED ORAL CANCER MEDICATIONS. :12</p>
<p><b>Julie Kennerly-Shah, PharmD (CG’d earlier)</b></p>	<p><i>“We put that medication into essentially a repository where we wait for the next patient that has a financial need so that we can re-dispense that medication to another cancer patient.” :11</i></p>
<p>Shots of Tori speaking with financial counselor</p>	<p>IT’S ANOTHER WAY TO HELP PATIENTS WORRY LESS ABOUT COST AND FOCUS MORE ON GETTING WELL. :04</p>
<p><b>Tori Geib (CG’d earlier)</b></p>	<p><i>“There’s so much stress that goes along with this diagnosis, and you really want to try to minimize that stress along with the cancer, and this is one thing that’s been given to me that I’m so grateful and thankful for.” :11</i></p>
<p>Shots of Tori speaking with financial counselor</p>	<p>AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER - JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, THIS IS BARB CONSIGLIO REPORTING. :05</p>

<p><b>(PACKAGE END) -----</b></p> <p><b>ANCHOR TAG</b></p>	<hr/> <p>THE PROGRAM IS IN ITS EARLY STAGES, BUT EXPERTS SAY THEY HOPE IT CAN SOON BE USED AS A MODEL FOR MORE INSTITUTIONS NATIONWIDE TO IMPLEMENT DRUG TAKE-BACK PROGRAMS AND ALSO HELP STATES IMPLEMENT RULES TO MAKE THESE PROGRAMS POSSIBLE.</p>
--	---

**SOCIAL MEDIA**

<p> <b>Share it! Suggested tweet:</b></p>    <p> <b>Suggested post:</b></p>	<p>Experts at <a href="#">@OSUCCC_James</a> are finding innovative ways to expand assistance programs to ensure cancer patients have access to the medications they need so they can focus less on cost and more on getting well. <a href="http://bit.ly/2vF6Swk">http://bit.ly/2vF6Swk</a></p> <hr/> <p>While cancer survivorship continues to rise, so does the financial burden on patients. With the rising cost of cancer medications, experts at <a href="#">OSUCCC-James Cancer Hospital and Solove Research Institute</a> are leading efforts to expand financial assistance programs and implement a new drug take-back program that keeps expensive medications from going to waste. <a href="http://bit.ly/2vF6Swk">http://bit.ly/2vF6Swk</a></p>
---	--

**EXTRA BITES**

<p><b>CG: Julie Kennerly-Shah, PharmD</b> Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute</p>	<p>Kennerly-Shah explains how financial counselors help patients: <i>“It’s challenging for healthcare providers to navigate that world and so that’s why at the James Cancer Hospital we have specialists dedicated to helping patients navigate grant funding, navigate copay assistance program and navigate free drug programs.” :17</i></p> <p>Kennerly-Shah describes the oral cancer drug repository: <i>“We have extra tablets that previously had to be disposed of. And so the Ohio Board of Pharmacy and the James Cancer Hospital worked together to draft new rules that would allow patients to donate those medications back to be given to patients who have a financial need.” :18</i></p> <p>Kennerly-Shah explains how the donation program will expand: <i>“Our goal is to start small so we can ensure that we’re doing the best job that we can, but to pretty quickly start offering donation programs for all disease states so that we really develop a repository for all of our patients here at the James that have a financial need and also do our part to help reduce drug waste in the system.” :20</i></p>
--	--

**CG: Julie Kennerly-Shah, PharmD**  
Ohio State University Comprehensive  
Cancer Center, - Arthur G. James Cancer  
Hospital and Richard J. Solove Research  
Institute

Kennerly-Shah says financial counselors help patients get the treatment they need:

*“Those financial navigators and medication assistance coordinators are the ones that are ensuring that our patients actually have access to what our physicians believe are the right treatments.” :11*

Tori says she learned about costs after losing her insurance:

*“It wasn’t until about three weeks after I was diagnosed that, because I had to go on disability from work I lost my health insurance, that I realized what the actual cost of my medication was.” :10*

Tori says assistance programs reduce financial toxicity:

*“Cancer is a devastating financial burden for anyone, and these programs are able to help people and help you live your best life and not live in so much financial toxicity.” :12*

**CG: Tori Geib**  
Breast cancer patient

Tori says the assistance program ensures she keeps getting her medication:

*“Even now, there’s two medications that I receive that I’m very fortunate that The James Medication Assistance Program has been able to help me fill out applications to find programs and stay on programs to help me access my medications.” :14*

Tori describes what the help meant to her after her diagnosis:

*“Navigating this on your own when you’re already going through the cloud of cancer, especially that initial diagnosis and losing my insurance and going on disability, it was just a mental fog. And to have someone that had that expertise that could go in and say, ‘We’ve got you. We know what you need to do next,’ and help you stay accountable and stay on top of those things, it was truly a blessing at that point.” :24*

## References

<sup>1</sup>*Cancer Facts & Figures 2019, American Cancer Society, 2019.* Online:

<https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2019/cancer-facts-and-figures-2019.pdf>

<sup>2</sup>*The Imperative of Addressing Cancer Drug Costs and Value, NIH National Cancer Institute, Mar. 15, 2018.* Online:

<https://www.cancer.gov/news-events/cancer-currents-blog/2018/presidents-cancer-panel-drug-prices>

**For viewer information on this story contact:**

**Producers and Reporters: To download scripts, video and photos go to:**

<http://www.multimedia-newsroom.com>

The Ohio State University Wexner Medical Center: 1-800-293-5123  
Log onto <http://wexnermedical.osu.edu> - click on "Media Room"

Produced by:

**MEDIA  SOURCE**

1800 West 5th Ave.  
Columbus, Ohio 43212  
Phone: (614) 932-9950 Fax: (614) 932-9920  
[www.mediasourcetv.com](http://www.mediasourcetv.com)

**Video content provided by: The Ohio State University Wexner Medical Center  
Media Relations Department: (614) 293-3737**

**Producers and Reporters: To download scripts, video and photos go to:**  
<http://www.multimedia-newsroom.com>