

Memorandum

Date: June 9, 2015

To: 340B Coalition

From: Michael Waxman and Casey Farrington

Re: Patient testimonials strategy and collection

Testimonials will be the emotional heart of our website. We plan to post pictures of patients along with a description of their experience with care providers that rely on 340B funds. Ideally, stories will not be limited to patients receiving discounted pharmaceuticals, but will range from patients receiving free care that is offset by 340B, to those receiving specialized care as a result of a program directly funded by 340B revenue. We would like to showcase both the patient's experience and the provider's use of 340B funds.

We need you to find the people we will feature. You should be looking for patients with widely understood or easily explained illnesses whose outlook has significantly improved because of care they have received from safety net programs. Their backstory—why they needed the safety net—should be relatable. We should also find an administrator available for comment, as they can better speak to how the program works at their care facility.

We can conduct the interviews. You can also interview the patients. Sample interview questions are listed later in this memo.

By presenting a relatable, sympathetic face for the program, we can show the real impact that 340B has, and the misfortune a repeal would cause. **To best display the diversity of 340B, we need every coalition member to find a patient to interview for the website.**

SAMPLE TESTIMONIAL WRITE-UP

What follows is an ideal example of how we would like the testimonials to look. Note that there are quotes interspersed throughout. Testimonials will be about 200 words long.

Lamar Williams was experiencing the first in what would be a series of heart attacks when he arrived at the emergency room in February 2009. "I told them I was having chest pains, I don't have any insurance and I need to see someone," he recalls.

Baptist Medical Center doctors sprang into action and Lamar received a coronary artery stent and treatment for hypertension and Type 2 diabetes. The cost of the treatment was covered by the hospital as part of its charity care mission, much to Williams' relief.

After his third cardiac episode, Williams enrolled in Baptist Health's CareAdvisor program in 2010, which is funded in part by 340B. CareAdvisor is designed to give uninsured outpatients a medical home base

and includes a primary care doctor, bus passes, medications, a nurse case manager and a social worker for each patient, all for free.

“340B helps us serve our neediest patients,” hospital administrator John Green said, “We can carry on with our charity care mission and support programs like CareAdvisor because of those funds.”

As a result, Lamar is now a healthier man. “I don’t know where I’d be without the safety net,” he said, “It helped save my life.”

TESTIMONIAL QUESTIONS

Encourage elaboration, and feel free to ask follow-up questions. Think of these questions as conversation-starters rather than a questionnaire.

For the patient:

- 1) Do you have insurance? If not, why not? If so, is it adequate?
- 2) What health problem did you or do you have?
- 3) How did the care provider serve your needs? Describe your experience.

Explain how 340B helped the patient and record their response.

- 4) How are you doing now? In what ways has your life improved since receiving care?

For the provider:

- 1) Was the patient’s insurance adequate when they first received care?
- 2) Describe the patient’s care, especially those aspects related to the safety net. What 340B-funded program did the patient benefit from (not exclusive to drug discounts)?

Note: Instruct the patient to rephrase the question in their answer. For example, if you ask, “Why didn’t you have insurance,” encourage the patient to answer, “I didn’t have insurance because...” Providers should also follow this format to avoid one-word answers, which aren’t exciting quotes.

EXAMPLES OF GOOD QUOTES

“You put off care until the last minute because you assume no one can help, but they can. The safety net was there for me.”

“That was a humongous load off my shoulders. Thank God for this program or I would have been scared to death.”

“So far I’m doing really, really good... The 340B program made a big difference for me.”

“There are some folks far worse off than me in this program. If 340B weren’t available, I don’t know what I or any of these people would do.”