



# NEWS & VIEWS

WINTER 2007



## QUALITY HEALTHCARE FOR THE MEDICALLY UNDERSERVED Georgia Free Clinic Network

With approximately 90,000 Georgians seen by a free clinic last year, it's evident that a deep need exists for access to quality healthcare for the uninsured throughout the state. Because free clinics serve 10% – 20% of the uninsured population in Georgia, they have made a profound impact. Established in 2003, the mission of the Georgia Free Clinic Network (GFCN) is to foster the growth and development of free clinics that work toward improving access to quality healthcare for the medically underserved.

Still, while the need is clear, little data has been gathered regarding types of treatments provided to the uninsured through free clinics. The lack of such information makes it difficult for clinics to seek evidence-based resources to help them meet their treatment needs. In partnership with Pfizer and SciHealth, GFCN is launching a data aggregation pilot program to provide first-of-its-kind data on the disease states of the uninsured.

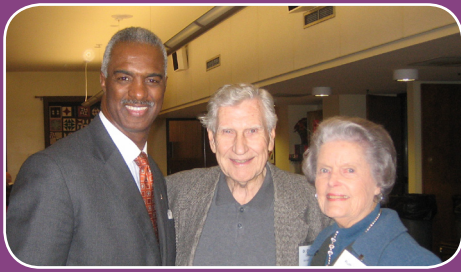
Launching this year, the project will work with the largest free clinics in Georgia that serve over 13,000 patients combined. The resulting data will allow GFCN to seek disease-specific pharmacy equipment and volunteer resources for all clinics throughout the state.

"This is a wonderful opportunity," said Peter Doliber, GFCN Executive Director. "For the first time ever, we will be able to say, '38% of the time someone walks through the door of a free clinic, we know they are there to be treated for diabetes.' The problem now is that we don't know if it's 38% or 3%. This is the type of information that will change lives."

Pfizer commends organizations like the Georgia Free Clinic Network and applauds their commitment to aiding communities by improving their access to quality healthcare. For more information about GFCN and to access a list of programs and events, visit [www.gfcn.org](http://www.gfcn.org).

### WHAT'S IN THIS ISSUE

- Georgia Free Clinic Network
- Florida HIV/AIDS Awareness Initiative
- New Medicare Preventive Services for 2007
- My Heart Now Booklet
- Exercise for a Healthier Heart



Forest Harper with Dr. & Mrs. Cole, founder of the Shepherd's Centers of America

Dear Friends,

A new year provides an opportunity for a fresh start, and at Pfizer's Community Health Advocacy we have tools and resources to help you get going. In this issue:

- Although Medicare's re-enrollment window closed on December 31, there is still an active Special Enrollment Period offered to those who are eligible. Find out if you qualify and learn about new Medicare preventive services to help you stay healthy.
- Learn how the Florida Department of Health's HIV/AIDS initiative is making a difference in the prevention and treatment of HIV/AIDS by "breaking the silence" surrounding this devastating disease.
- Take advantage of a wonderful new resource Pfizer offers: **My Heart Now: A Guide to Heart Health**, which includes a Heart Health Tracker, a Risk Assessor, and a Health Care Provider Discussion Guide.
- Are you hosting a community event that you would like posted on the Community Health Advocacy Events Calendar? Go to [www.communityhealthadvocacy.pfizer.com](http://www.communityhealthadvocacy.pfizer.com) to register your information and sign up to receive updates on topics that interest you.

As always, I'd love to hear from you. Write to us at [communityhealthadvocacy@pfizer.com](mailto:communityhealthadvocacy@pfizer.com) or call us toll free at **1-800-958-3368**.

*Working together, we can make communities healthier.*

Most sincerely,

Forest Harper  
Vice President, Community Health Advocacy

## → IN YOUR COMMUNITY

# SILENCE IS DEATH

## Florida HIV/AIDS Awareness Initiative

HIV/AIDS is the leading cause of death among black men and women 25-44 years old, and in Florida, more blacks are living with HIV or have died from AIDS than any other ethnic group. Faced with this disturbing information, the Bureau of HIV/AIDS in the Florida Department of Health (FDH) reaffirmed its commitment to raise awareness about the devastating impact HIV/AIDS has on its black communities through the development of a compelling new brochure.



Launched in Sept 2006 at a Pfizer sponsored NAACP Florida chapter event, "Silence is Death: The Crisis of HIV/AIDS in Florida's Black Communities," spotlights communities in Florida where racial and ethnic disparities persist, while highlighting the underlying factors that contribute to the contracting of HIV/AIDS regardless of race – for example, poverty and unemployment. The brochure encourages the involvement of a host of community groups from its churches to the federal government, in raising HIV/AIDS awareness and working to increase access to prevention and care services.

"The brochure did what we had hoped it would do and more than what we expected," said Spencer Lieb, Senior Epidemiologist at the FDH's Bureau of HIV/AIDS. The brochure rallied a comprehensive response throughout the community, as evidenced by the increase in testing sites along with discussions within the Department of Education to include sex education in schools' curricula.

The Community Health Advocacy website has a section devoted to HIV/AIDS, including resources, tools and literature for people of all ages affected by this disease. For more information go to [www.communityhealthadvocacy.pfizer.com](http://www.communityhealthadvocacy.pfizer.com).

## Ways to Help Raise HIV/AIDS Awareness

In an effort to mobilize a response to the HIV/AIDS crisis, the "Silence is Death" brochure offers a list of recommendations that, if followed, will greatly impact the fight against HIV/AIDS:

- Increase resources devoted to prevention, care and treatment programs
- Increase the accessibility of HIV testing (i.e. extend clinic hours; provide mobile testing units; feature at health fairs; include testing at county jails, community events, emergency rooms and walk-in clinics)
- Address issues related to discrimination and homophobia, stigma and denial, HIV/AIDS conspiracy beliefs, sexual and needle-sharing behaviors
- Develop effective, targeted interventions for individuals at risk of acquiring or spreading HIV
- Promote HIV/AIDS media campaigns to keep HIV/AIDS in the minds of the general population, to maintain a climate of acceptability and to create a climate for normalizing HIV prevention, testing, treatment and care

For a fuller listing and to download the "Silence is Death" brochure, visit [www.doh.state.fl.us](http://www.doh.state.fl.us).

## MEDICARE PREVENTIVE SERVICES

### New for 2007

If you are a Medicare recipient, get the most out of your benefits and take advantage of preventive services that may help improve your quality of life. Medicare is now updating its services to make both prevention and treatment of diabetes more effective as well as enhancing the “Welcome to Medicare” exam.

#### *Starting January 1, 2007, Medicare now offers...*

- Increased payment to doctors for some of the most frequently billed services to encourage more thorough communication between doctor and patient at medical visits.
- Expanded access to diabetes-related healthcare services to rural and underserved areas.
- An updated Federally Qualified Health Center benefit to include diabetes outpatient self-management training and medical nutrition therapy services.
- A revitalized, broad range of preventive services, including adding a new abdominal aortic aneurysm screening to the “Welcome to Medicare” physical exam and excluding colorectal cancer screening procedures from the Part B deductible.

For more details on important new updates to Medicare’s covered services, download a copy of Medicare’s latest Tip Sheet.

For a complete list of Medicare’s preventive services, visit [www.medicare.gov](http://www.medicare.gov).

## HELPFUL ANSWERS™

### Community Outreach Kit



**Pfizer Helpful Answers** was formed to provide access to Pfizer prescription medicines for the uninsured. Patients, their caregivers and healthcare providers can simply call the **Pfizer Helpful Answers** hotline (1-866-706-2400), or visit [www.PfizerHelpfulAnswers.com](http://www.PfizerHelpfulAnswers.com) to be directed to a program that might suit their needs or the needs of their patient.

Now a great new resource has been developed – a Community Outreach Kit, which can help you educate uninsured members in your organization or community about programs that may help them get access to the medicines they need.

The Community Outreach Kit includes the following tools and resources for your organization:

- A brochure that details program options and materials for distribution throughout the community
- A slide kit and speaker notes explaining how to access assistance from the program
- A short article on prescription patient assistance programs to use in your organization’s newsletter or website
- A **Pfizer Helpful Answers** Poster

Each organization can order one Community Outreach Kit free of charge, so take advantage of this beneficial resource today. To download a faxable order form visit [www.communityhealthadvocacy.pfizer.com](http://www.communityhealthadvocacy.pfizer.com).

## ➔ MEDICARE UPDATE

### Special Enrollment Periods for Medicare Part D

Certain people with Medicare may be eligible for a Special Enrollment Period (SEP) outside the usual November 15 to December 31 window. Now there are two new exceptions for individuals with Limited Income Subsidy (LIS):

**January – March 2007:** Individuals who lose their low-income subsidy eligibility for 2007 as a result of the Limited Income Subsidy (LIS) re-determination process.

**January – December 2007:** All individuals with LIS are provided one additional enrollment opportunity through the end of 2007.

For more information on who is eligible for a Special Enrollment Period on an ongoing basis, visit [www.cms.hhs.gov](http://www.cms.hhs.gov) and download their Part D Enrollment Guide.

## → FOCUS ON

# My Heart Now: A Guide to Heart Health

Heart disease is a pressing problem in the United States, so if your health care provider has told you that you're at risk for heart disease, you may feel confused or even a little scared.

By reading Pfizer's booklet, **My Heart Now: A Guide to Heart Health**, you'll learn how to get on track to a healthy heart. The booklet details heart health basics as well as valuable information on diabetes, high blood pressure, weight control, high cholesterol, and smoking – all factors that you can help control to manage the health of your heart.

**My Heart Now: A Guide to Heart Health** also comes with a host of useful tools, including a Heart Health Tracker, a Risk Assessor, and a Health Care Provider Discussion Guide. Take charge of your heart today. Visit [www.communityhealthadvocacy.pfizer.com](http://www.communityhealthadvocacy.pfizer.com) to download a copy or call **866-278-4463** to have one sent to you.



## Exercise for a Healthier Heart

Do you know of an activity that can control your blood pressure, cut your cholesterol, manage your stress, curb your weight, and decrease your risk of heart disease all at the same time?

The answer is...exercise! It's free. You don't need a prescription. And it can change your life and your health for the better.

The American Heart Association (AHA) recommends that physical activity be engaged in for a total of 30 minutes or longer per day. The benefits are significant:

- Increase your fitness level and capacity for exercise
- Prevent cardiovascular disease and reduce the likelihood of cardiovascular mortality
- Control blood lipid abnormalities, diabetes, and obesity
- Reduce blood pressure

The first step is a visit to the doctor, particularly if you are elderly, have heart problems or a family history of early-onset heart disease, or have any other serious health problems.

### Finding a program for you

Begin simply, aiming to do something for half an hour every day:

- Brisk walking
- Dancing
- Table tennis
- Golf, even just walking the course
- Home maintenance, housecleaning, gardening, or yard work
- Moderate-effort swimming, speed cycling, canoeing, or rowing

On busy days, you can get creative and divide your 30 minutes into three 10-minute chunks.

Take a brief walk in the morning and then again in the evening, or bike to the store instead of driving. Stand while talking on the phone. Choose a parking space at the far end of the lot. Plan family outings and trips that call for exercise or sightsee on foot. You can even exercise at work by taking the stairs instead of the elevator.

The most important thing to do is to get started. Consult your physician and come up with an exercise plan that's right for you.



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