

For Immediate Release

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**NeedyMeds and Rx Outreach Team Up to Offer First Ever
Generic Medication Assistance Program**

New program helps patients unable to afford their generic medications

(Gloucester, MA) – NeedyMeds (www.needymeds.org), nationally recognized as the best source of information about programs that help with the cost of medications and healthcare, and Rx Outreach (www.rxoutreach.org), the largest non-profit pharmacy in the country, have joined forces to offer the first-of-its-kind generic medication assistance program.

"There are hundreds of programs that help people with the cost of brand name drugs, but not one that helps with the cost of generic medications," said Rich Sagall, M.D, President and co-founder of NeedyMeds. "Working with Rx Outreach, we are about to change that."

The Generic Assistance Program (<http://www.needymeds.org/gap.htm>) (GAP) will offer nearly 20 generic medications at no cost to people who meet the program eligibility guidelines. These drugs are essential to the health of many people.

"We are excited about this new program," said Michael Holmes, president of Rx Outreach. "It will allow us to help many people who otherwise would have had to go without either their medications or be unable to pay for other necessities like food or rent."

It's a common misconception that all generic drugs are inexpensive. There are many generics that may cost hundreds of dollars per year. GAP is designed to help those people obtain the drugs they need.

Using the recently launched HEALfundr platform (www.healfundr.org), NeedyMeds and Rx Outreach are starting a crowdfunding effort to raise additional funds to

expand the program. Currently there is a matching grant program - for each dollar donated, an anonymous donor will match it with one dollar.

"The start-up funding for this program is provided by NeedyMeds and Rx Outreach, said Sagall. "We are hopeful that individuals, organizations and generic manufacturers will see the value of this service and donate to help us expand it and take advantage of the current matching program."

"We hope to see this program grow, but to do that we need the support of everyone," said Holmes. "No matter how small, every donation will help those who need but can't afford their medications."

Information and details on the program are available on the NeedyMeds website by going to www.needymeds.org, click on "Patient Savings" and then "Program Name List." Alternatively, users can look up their drug on the "Generic Name Drugs" tab.

About NeedyMeds: NeedyMeds, a national nonprofit, is a comprehensive and reliable source of information on assistance programs available for people having difficulties paying for their medications or health care. The website (<http://www.needymeds.org>) is visited by approximately 10,000 people each workday. NeedyMeds' information is always free, easy to access, and updated regularly. Unlike similar sites, NeedyMeds requires no registration and gathers no identifiable information on site visitors.

About Rx Outreach: Rx Outreach is the nation's largest non-profit mail order Patient Assistance Program (PAP). The Rx Outreach mission is to provide affordable medications for people in need and Rx Outreach has served more than 180,000 patients since 2010. Rx Outreach offers over 150 branded and generic medications at an affordable cost for patients that earn less than 300% of the federal poverty level. For more information or to apply please call 1-888-RXO-1234, or visit www.rxoutreach.com

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