



**NEWS RELEASE**  
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## **TRICARE Joins Campaign to Increase Medication Adherence**

FALLS CHURCH, Va. – Nearly three out of four Americans do not take their medications as directed, a problem known as medication non-adherence. TRICARE beneficiaries near Baltimore, Birmingham, Ala., Cincinnati, Providence, R.I., Raleigh-Durham, N.C. and Sacramento, Calif. should look out for messages from the Script Your Future campaign encouraging them to take their medications as directed. TRICARE is a governmental partner organization in the campaign.

According to the National Consumer League, one in three Americans never fills their prescriptions, and a third of hospital admissions are linked to poor adherence. This is especially true for people with chronic health conditions that can worsen quickly without proper medication use. In addition, the NCL reports that up to \$290 billion a year in medical costs can be attributed to poor medication adherence.

The Script Your Future campaign's primary goal is patient education and awareness, focused on patients with three serious chronic conditions – diabetes, respiratory disease and cardiovascular disease. Messages include:

- Proper use of medication and medical devices, like asthma inhalers
- Strategies for making it easier to remember to take medications
- Communication with their doctor and pharmacist about all their over-the-counter and prescription medications
- Negative health affects of poor medication adherence

“The least effective and most expensive pill TRICARE provides is the one a beneficiary never takes,” said Rear Adm. Thomas J. McGinnis, chief of TRICARE

Pharmacy Operations. “Following the labeled directions for prescription medications is one of the easiest ways to help protect and improve overall wellness. Read the instructions carefully and contact a doctor or pharmacist with any questions.”

On May 11, 2011, U.S. Surgeon General Dr. Regina Benjamin headlined the Script Your Future kick-off event. A video of her speech is online at [www.scriptyourfuture.org/?page\\_id=87&eid=18](http://www.scriptyourfuture.org/?page_id=87&eid=18). Also on the website are tips and tools to help individuals improve adherence. These include a “question builder” to help patients start conversations with their doctor, printable lists to keep track of medications and worksheets to help build a plan to take medication as prescribed.

The campaign includes outreach and paid advertising in the Baltimore, Birmingham, Cincinnati, Providence, Raleigh-Durham and Sacramento. TRICARE beneficiaries living near these cities should watch for these messages and make every effort to take their medications as directed. Their health depends on it.

The Script Your Future campaign is online at [www.scriptyourfuture.org](http://www.scriptyourfuture.org). You can learn more about TRICARE Pharmacy at [www.tricare.mil/pharmacy](http://www.tricare.mil/pharmacy).

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The TRICARE Management Activity administers the worldwide health care plan for 9.6 million eligible beneficiaries of the uniformed services, retirees and their families.

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Note to editors: For further questions on this release please contact the release POC, the TRICARE Public Affairs Office at (703) 681-1770, or the TRICARE press room at [www.tricare.mil](http://www.tricare.mil).