

How to introduce the senior-friendly Consumer Reports Best Buy Drugs handouts in 30 seconds

The following paragraph is a suggested script for introducing the Consumer Reports Best Buy Drugs handouts that were designed for older adults.

“These handouts have great information on how to choose prescription drugs that are effective and can help you save money. The handouts also list the steps people with Medicare should take if they need to get a drug that Medicare says it won’t give them. This is called making an appeal. The handouts were made by Consumers Union and the Medicare Rights Center. You can also go the resource tab on the Medicare Rights website at medicarerights.org. and download them for free.”

The following outline provides details about this free educational project:

- A. Consumers Union and Best Buy Drugs project
 - a. Consumer Reports Health Best Buy Drugs is a public education project of Consumers Union
 - i. It’s an education project only. It doesn’t sell, make or promote any drugs.
 - b. Consumers Union is an independent, nonprofit organization with the mission to work for a fair, just, and safe marketplace
 - i. This is the same organization that reviews other services and products and published Consumer Reports
 - ii. It is also focusing on health care
 - c. The goal of the Best Buy Drugs project is to give consumers free guidance on prescription medications. The project was made possible by a grant from the state Attorney General Consumer and Prescriber Education Grant Program, which is funded by the multistate settlement of consumer-fraud claims regarding the marketing of the prescription drug Neurontin.

B. How Best Buy Drugs are chosen

- a. Suggest audience follow along using the overview handout: *Safe and Effective Drug Recommendations*
- b. Best Buy Drugs are chosen based on an independent, fair review of scientific evidence on the drugs
- c. Reviews are done by doctors and researchers at several medical schools.
- d. Criteria for choosing Best Buy Drugs
 - i. Effectiveness
 1. Effectiveness is most important reason drugs are chosen as a Best Buy
 - ii. Safety
 1. Some drugs, while FDA approved, may have had safety issues raised in regards to their use
 - iii. Possible Side Effects
 1. Drugs in the same class can have different side effects
 - iv. How easy they are to use
 1. Drugs differ in size and shape, how many are needed and frequency of dosage
 - v. Cost
 1. While cost is not the most important criteria, it is very useful to know which ones provide the most cost savings

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