



SoonerCare Fax Blast

August 2, 2013

RE: Pharmacy Update – Free Pharmacy Bags

Limited Time- Free Pharmacy Bags

Free pharmacy bags are available to pharmacies willing to promote both the Oklahoma Tobacco Helpline and Text4Baby program. The bags advertise the Oklahoma Tobacco Helpline (1 800 QUIT NOW) on one side and Text4Baby on the other side. These two programs are FREE to Oklahomans regardless of insurance or SoonerCare status. Pharmacies can get up to 3,000 bags free on a first come, first served basis from the Oklahoma Health Care Authority (SoonerCare) by contacting Melody Bays at Melody.Bays@okhca.org.

Text4Baby is the first, free mobile information service designed to promote maternal and child health through text messaging. Women who text "BABY" (or "BEBE" for Spanish) to 511411 receive three free text messages a week, timed to their due date or their baby's birth date, through pregnancy and up until the baby's first birthday.

The messages address topics such as immunization, nutrition, birth defect prevention, and safe sleep. By becoming part of this movement, you will be joining this network that is working together to create healthier communities. Free Text4Baby resources can be ordered at www.textforbaby.org

The Oklahoma Tobacco Helpline is a FREE service available by phone or online for all Oklahomans with a desire to stop smoking or using other tobacco products.

Through the Helpline, tobacco users can receive quit coaching, specialized materials and resources to help them quit.

Most participants are eligible for a free two-week Starter Kit of nicotine patches or gum with registration. To register, tobacco users can contact the Helpline by phone at 1-800-QUIT NOW (1-800-784-8669). Free Helpline materials can be ordered at www.StopsWithMe.com

We appreciate the services you provide to Oklahomans insured by SoonerCare.

Pharmacy Help Desk Phone Numbers (405)522-6205 option 4 or (800)522-0114 option 4
Service Hours: Monday – Friday (8:30a – 7:00p); Saturday (9:00a – 5:00p); Sunday (11:00a – 5:00p)
Email: pharmacy@okhca.org OHCA Website: www.okhca.org
PA Criteria/Step Therapy Tiers: www.okhca.org/providers/rx/pa PA forms: www.okhca.org/rx-forms