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FOR IMMEDIATE RELEASE

APMS Partners with Cardinal Health Foundation

Richmond, VA, July 1, 2011 - The Alliance for Patient Medication Safety (APMS) has received a grant from the Cardinal Health Foundation for administration of the *Cardinal Health Generation Rx Champions Awards* program recognizing excellence in community-based prescription drug abuse prevention at state pharmacy associations in 2011 and 2012.

This award, which will be presented at state pharmacy associations' annual awards ceremonies each year, honors a pharmacist who has demonstrated outstanding commitment to raising awareness of the dangers of prescription drug abuse among the general public and among the pharmacy community. The Award is also intended to encourage educational prevention efforts aimed at patients, youth, and other members of the community.

In addition, the Cardinal Health Generation Rx initiative provides a comprehensive suite of materials (available at www.CardinalHealth.com/generationrx) that help health care providers, pharmacists, parents, teachers, youth group leaders and other concerned citizens educate both teen and adult audiences about the dangers of prescription drug abuse.

"We are very excited that Cardinal Health Foundation is taking such an active role in the prevention of prescription drug abuse," said Tara Modisett, executive director of APMSs.

In addition to the Award, to honor of pharmacists work to fight prescription drug abuse, APMS, state pharmacy associations and the Cardinal Health Foundation will donate \$500 to a charity of the award recipient's choice.

About APMS

APMS was established by the National Alliance of State Pharmacy Associations (NASPA) and is listed as a Patient Safety Organization with the Agency for Health Research and Quality (AHRQ). The mission of APMS is to foster a culture of quality within the profession of pharmacy that promotes a continuous systems analysis to develop best practices that will reduce medication errors, improve medication use and enhance patient care.

Learn more about programs offered by APMS, visit <http://www.medicationsafety.org>.

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