



## **Top200Rx® Announces Health Literacy Month Awareness Campaign: 'Know your Medicine/Conozca su Medicina'**

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([PRWEB](#)) October 26, 2011 -- Top200Rx®, <http://www.top200rx.com>, in partnership with University of Incarnate Word Feik School of Pharmacy announces the first San Antonio, Texas Health Literacy Month Awareness Campaign, "Know your Medicine/Conozca su Medicina".

Top200Rx® a San Antonio based corporation announces their company commitment to bring awareness to health literacy. Top200Rx® is an innovative provider of immediate, reliable and easy-to-use prescription medication information at the touch of a button. "Kiosk technology in consumer accessible locations is the key to our approach", said Omega Arteaga-Gamboa, President/CEO of Top200Rx, Inc. "Top200Rx® takes the guesswork out of prescription and over-the-counter medications, it is user-friendly and available in 77 languages.

Top200Rx® embraces the opportunity and ever-changing demographics to make prescription medication information accessible. In 2009, U.S. retail pharmacies filled 3.6 billion prescriptions. The number one problem in treating illness is failure to take prescription medication correctly costing the nation's healthcare system approximately \$100 billion annually. Top200Rx®, <http://www.top200rx.com> meets a critical information need for the more than 45% of Americans who currently take one or more prescription medications and those facing future medication needs. The challenge is placed upon the entire healthcare industry to utilize emerging technology such as Top200Rx® to expand health literacy and encourage prescription medication compliance.

"At the Feik School of Pharmacy we teach our students the importance of interacting with patients at a level that provides an understanding of their medications and how to use them properly. Health literacy is a large part of the health care battle. In partnering with groups like Top200Rx®, we are fighting to raise the bar." said Arcelia M. Johnson-Fannin, Pharm.D, R.Ph. Founding Dean and Professor of the FEIK School of Pharmacy. Record rate of medication noncompliance, the failure to take prescription medication as prescribed is as dangerous and costly as many illnesses. Studies have shown that 10% of hospital admissions due to noncompliance equal to \$15.2 billion dollars a year. Excess expenditures of more than \$100 billion a year equal higher tax burden and rising premiums for health insurance. The Impact of Noncompliance

- \* Increases health care costs significantly
- \*Negatively impacts patient's health
- \*Higher emergency room and hospital admissions

Nine out of every ten consumers are taking prescribed medicines improperly, contributing to prolonged or additional illness. People who miss doses need three times as many doctor visits as others and face increased medical costs. At any given time, regardless of age group, it is estimated up to 59% of those on five or more medications (45% of the U.S. population) are in noncompliance. Another alarming statistic--10% of Texas Medicaid hospital admissions secondary to drug compliance issues is \$430 million. Reducing admissions by 1% would create a \$43 million SAVINGS for Texas.



“Basic health literacy is fundamental to the success of the health care professional and patient’s relationship. It is also fundamental to putting sound public health guidance into practice and empowering people to follow their health care treatment. Within HHS and the Office of Minority Health we’ve started to see a restructuring and overhaul of Health Information Technology (HIT), and the ways we create and disseminate all types of health information in this country” said James LaVelle Dickens FNP, FAANP Commander, U.S. Public Health Service, Office of Minority Health, Region VI, Office of the Assistant Secretary for Health, U.S. Department of Health and Human Services.

Patients can make serious medication errors simply because they do not receive health information that they can understand and that address their cultural and language needs. Consumers have the power to monitor their health and wellness through the correct use of prescription medication and resources such as Top200Rx®, <http://www.top200rx.com>.

“Top200Rx® provides a communication link between physician, pharmacist and consumers globally. At Top200Rx® we believe that giving the consumer basic, beneficial and reliable information will enable them to better understand prescriptions in their language of choice and influence their health and quality of life.” said Mamie Benitez-Campbell, Business Development Officer, Top200Rx, Inc.

Top200Rx, Inc. is a Texas-based corporation established by Omega Arteaga-Gamboa, President/CEO. Top200Rx, Inc. Top200Rx® is the premier provider of immediate, reliable and easy-to-use prescription medication information at the touch of a button. Top200Rx® takes the guesswork out of prescription and over-the-counter medications. It is user-friendly, available in 77 languages and is accessed through touch screen kiosks.

Top200Rx®, <http://www.top200rx.com> is patent pending and the registered trademark and copyright of Top200Rx, Inc. and Top200Rx, LLC, in the United States.

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