



**FSIC American Innovation and Opportunity Fund (AIOF) and EmsanaRx Announce
an Innovative Health Equity Initiative**

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Today, the American Innovation and Opportunity Fund (AIOF), in conjunction with pharmacy benefit manager (PBM) EmsanaRx, announced a new initiative to help combat health disparities. Aimed at empowering communities of color and other underserved Americans to access and use the health care resources available in the U.S., this initiative comprises community leaders, academics and corporate leaders committed to this cause.

For the past ten years, AIOF has been working in communities around the country to help address disparities in employment, small business creation, and health care through community events and workforce and small business support programs. EmsanaRx is a PBM launched by the Purchaser Business Group on Health (PBGH) to address the lack of accountability in the PBM industry for its employer clients. EmsanaRx and its parent company, Emsana Health, were launched late last year by PBGH, a coalition of nearly 40 jumbo health care purchasers.

“This initiative, aimed specifically at health care equality, will augment and complement the work already being done in this field. Empowerment and inclusion must be addressed in several areas all at once. You can’t progress economically without health, and you can’t improve health without a strong economic foundation.” said Kevin B. Kimble, Esq., AIOF’s Founder and CEO. “As we enter Black History month, we are reminded that health and other disparities are with us year-round and require a day in and day out vigilance.”

“Pharmacy benefit designs that impact the availability of medications are a main contributor to health disparities. Cost-shifting to patients and efforts to maximize drug rebates, among other industry practices, create an affordability crisis for lower-income workers and the uninsured, who are disproportionately people of color,” said Greg Baker, EmsanaRx’s CEO. “EmsanaRx employs a model that addresses many of the industry dynamics that affect communities of color and is dedicated to providing resources to address cultural and other issues negatively impacting medication adherence rates.”

This new initiative will collaborate with communities of color to collect data on the topic of health disparities. Unfortunately, current information on the subject is lacking and is critical to impacting positive change. Health care inequity is a systemic issue that first requires assessment and root cause identification. We recognize this is a first step in a long-term partnership to influence health care equity for Americans.

“Our goal is to make positive changes toward helping combat health disparities – addressing issues that have seldom been tackled before,” Baker said. “Being part of this initiative is an honor, and together with AIOF, our mission will be to make quality health care equally available and affordable to all Americans.”

About AIOF

FSIC American Innovation & Opportunity Fund (AIOF) is a 501c3 nonprofit committed to helping communities rebuild by providing opportunities through the creation of public/private partnerships. AIOF believes that disadvantaged communities can achieve Healthcare, Technology, and Economic equality with access to the right opportunities and knowledge. Contact us at info@FSICoalition.org or visit our website at fsicoalition.org.

About EmsanaRx

EmsanaRx is a pharmacy benefit manager structured to align with the interests of the large employers to directly address their unique health care needs. EmsanaRx works closely with employers to identify solutions to health care challenges, partner with experienced health care entrepreneurs and leverage technology to build products that can scale across multiple employers. EmsanaRx was created by the Purchaser Business Group on Health (PBGH) to develop and advance products that tackle the biggest problems large employers face with health care. For more information, visit www.emsanarx.com or <https://www.linkedin.com/company/emsanarx>.