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ADAP Advocacy Endorses Campaign, '340B: What About Me?'

Campaign raises awareness on how focus of the 340B Drug Pricing Program has shifted from helping patients to profiting healthcare providers

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WASHINGTON, D.C. – ADAP Advocacy today, as part of its 340B Project, formally endorsed the '[340B: What About Me?](#)' awareness campaign launched last year by the Community Access National Network (CANN). The ADAP Advocacy-sponsored Ryan White Grantee 340B Patient Advisory Committee voted unanimously to endorse the campaign because of its focus on returning the 340B Drug Pricing Program to its original legislative intent: *helping patients!*

In 2023, CANN's '340B: What About Me?' awareness campaign showcased a [public service announcement](#) featuring several patients serving on ADAP Advocacy's Ryan White Grantee 340B Patient Advisory Committee. The video went viral because it makes the compelling case healthcare providers are benefitting more from the 340B Program than patients.

To learn more about ADAP Advocacy, 340B Drug Pricing Program, or the '340B: What About Me?' campaign, please email info@adapadvocacy.org.

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About ADAP Advocacy: ADAP Advocacy's mission is to promote and enhance the AIDS Drug Assistance Programs (ADAPs) and improves access to care for persons living with HIV/AIDS. ADAP Advocacy works with advocates, community, health care, government, patients, pharmaceutical companies, and other stakeholders to raise awareness, offer patient educational programs, and foster greater community collaboration.