



FOR IMMEDIATE RELEASE:

Asthma and Allergy Foundation of America Partners with AHIP's Coalition for Medicare Choices to Create New Respiratory-Focused Patient Education Resources

Landover, M.D. June 6, 2016: Today, the Asthma and Allergy Foundation (AAFA) unveiled new resources created in collaboration with America's Health Insurance Plans (AHIP) Coalition for Medicare Choices (CMC). Throughout May, which was Asthma and Allergy Awareness month, AAFA worked with the CMC's Medicare Advantage Care Coordination (MACC) Task Force to highlight where care coordination challenges continue to exist for America's seniors with respiratory conditions. Specifically, this effort focused on seniors with asthma and allergies, and the difficulties associated with navigating between multiple providers and working to develop comprehensive care plans to ensure they stay healthy. AHIP's CMC is collaborating with leading aging, caregiver, patient, provider, and minority health organizations to shine a light on the importance of care coordination, and the critical need for consumers and families to be educated about this critical issue through its *Care Coordination Saves Lives* campaign.

AAFA's Senior Vice President of Policy, Advocacy and Research, Meryl Bloomrosen, MBI, MBA, said "We are excited to collaborate with CMC's "Medicare Advantage Care Coordination (MACC) Task Force to provide information to the millions of Medicare beneficiaries with chronic respiratory conditions such as allergies and asthma. Coordination and integration of services and exchange of information among primary care providers and specialists is essential to assure quality of care. AAFA is delighted to contribute to MAAC efforts to help patients manage their chronic conditions and get the best care."

Available Resources:

Respiratory-Focused Resources:

- [Blog Post Highlighting Asthma and Allergy Awareness Month](#)
- [Asthma and Allergy Snapshot](#)
- [Solutions to Live By: Addressing the Complexities of Care Coordination for People with Respiratory Disease](#)
- [Care Coordination Pocket Guide on Respiratory Health](#)

These materials are available on the MACC Task Force [webpage](#).

About AAFA

Founded in 1953 and celebrating over 60 years of service, the [Asthma and Allergy Foundation of America](#) (AAFA) is the oldest and largest nonprofit patient organization dedicated to improving the quality of life for people with asthma, allergies and related conditions through education, advocacy and research. AAFA



provides practical information, community-based services, support and referrals through a national network of chapters and educational support groups. Through its Kids With Food Allergies division, AAFA offers the oldest, most extensive online support community for families raising children with food allergies at community.kidswithfoodallergies.org. In addition, AAFA sponsors and advocates for research to advance the basic science relevant to treatment and cure. It also champions translational research so that the science that we have is applied more consistently and reliably. For more information, visit <http://www.aafa.org>.

About the MACC Task Force

Despite the fact that two-thirds of Medicare beneficiaries have two or more chronic conditions, care for many of these individuals remains fragmented. To address this important problem and the critical need for care coordination, AHIP's [Coalition for Medicare Choices](#) (CMC) is collaborating with leading aging, caregiver, patient, provider, and minority health organizations on a unique venture called the Medicare Advantage Care Coordination (MACC) Task Force.

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