



## **Roba Whiteley**

Roba Whiteley is executive director of Together Rx Access™, a new program that provides Americans without prescription drug coverage meaningful savings at the pharmacy counter.

Whiteley has dedicated her life's work to ensuring that people have access to the best in healthcare. Throughout her 25-year career, she has been a powerful advocate for the development and delivery of innovative healthcare solutions.

In July 2004, Whiteley became executive director of Together Rx™, the nation's most widely enrolled private prescription savings program for lower-income Medicare beneficiaries, with nearly 1.5 million cardholders. Together Rx has helped seniors save more than \$700 million on prescription medicines to date.

As vice president of marketing and communications with the National Council on the Aging (NCOA), Whiteley enhanced the organization's strategic partnerships, healthcare initiatives and health-focused media campaigns. Her collaborative efforts with government agencies and other stakeholder groups increased awareness of key issues linked to aging in America.

Prior to joining Together Rx, Whiteley served as executive director of Project Patient Care. Under her leadership, Project Patient Care conducted a study on how formulary drug substitutions affect elderly patient outcomes. Results of this research helped to inform the ongoing debate with providers and policy makers about this important issue.

Whiteley holds a master's degree in nutrition science from Drexel University.