



bobby goldsmith foundation

practical emotional financial support

A partnership with a silver lining...

Australia's first 'for-benefit' pharmaceutical company directing 100 per cent of profits to support people living with HIV

For Benefit Medicines (FBM) and the Bobby Goldsmith Foundation (BGF) have today announced a partnership that will see the distribution of ALL profits from the sale of Famciclovir FBM medication go towards funding vital support services for people living with HIV.

FBM's generic medicine – Famciclovir FBM – is now available on prescription for suppression of herpes, and for dispensing through pharmacies nation-wide.

Famciclovir is an antiviral prescription medicine used for the treatment and prevention of herpes. Herpes tends to occur more frequently or is more severe in people with weakened immune systems – such as those infected with HIV, making this medicine a vital part of a medication regime for people living with HIV. By choosing Famciclovir FBM as their preferred brand, patients will direct critically important financial support towards BGF's services.

Bobby Goldsmith Foundation (BGF) CEO, Nick Lawson, whose organisation provides direct financial and practical assistance to people living with HIV in NSW and SA, has welcomed FBM's philanthropic initiative, and its shared goals of providing HIV patient support, information and care.

"There are over 26,000 people living with HIV in Australia and many of them would use famciclovir at some point as part of their medication adherence," Mr Lawson said.

"We're really excited about this opportunity with FBM. By giving patients the opportunity to choose Famciclovir FBM that 'gives back', they have a way of supporting the work of BGF. This type of funding is vital to BGF to ensure that we continue to help as many people living with HIV as possible."

All FBM medications are approved by the Australian Government's Therapeutic Goods Administration (TGA) for use in Australia, and, are required to meet the same strict regulations applied to the original brand, with regard to quality, safety and effectiveness.

"Having launched For Benefit Medicines a few years ago, we are extremely excited to be entering into this partnership with BGF. Our ultimate goal is to help improve the lives of our fellow Australians", said John Hurley, Director of FBM. "The FBM initiative provides an opportunity for doctors, nurses, pharmacists and patients to raise millions of dollars each year. However, for this to become a reality, we need all of these parties to get behind the cause and support FBM," said Dr Barry Frost, Director of FBM.

Famciclovir FBM is available on the Pharmaceutical Benefits Scheme (PBS) at the same cost to patients as their current famciclovir treatment.

FBM was established under a social enterprise model with the sole purpose of distributing 100% of profits to patient support and medical research in Australia. FBM already have successful partnerships with Breast Cancer Network Australia (BCNA) and Leukaemia Foundation with their generic products and have raised thousands of dollars to fund new and improved treatment and prevention strategies that are helping to save more lives.

FBM believes every cloud has a silver lining meaning that patients can help others with the same condition by using an FBM product. As such, cloud imagery features prominently on all FBM product packaging for ease of identification.

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ABOUT BGF:

Bobby Goldsmith Foundation (BGF) is Australia's longest-running HIV charity. Founded in 1984, BGF undertakes a range of support and interventions that address key determinants of poor health outcomes for people living with HIV (PLHIV).

BGF provides direct practical assistance, emotional support, financial counselling, and study support to the most vulnerable and disadvantaged people living with HIV in New South Wales and South Australia.

Working holistically with clients to limit the challenging circumstances that are often detrimental to physical and emotional wellbeing, BGF provides care and support to thousands of PLHIV and operates a range of programs and services to address issues of social isolation, stigma, medication adherence and positive healthy living.

ABOUT FBM:

For Benefit Medicines (FBM) is the first Australian pharmaceutical company that donates 100% of profits to medical research and patient support in Australia.

FBM started in 2015 with two products for breast cancer. In 2016 they made their first donation to BCNA and the Breast Cancer Trials Group.

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