

DRUG COMPANIES

PROTECTING THEIR MONOPOLY TO KEEP PRICES HIGH

GAME RULES

Drug companies create greater **demand** for high-priced products

Drug companies control the **supply** of high cost drugs so consumers have fewer choices

NO REQUIREMENT TO DEMONSTRATE **VALUE** COMPARED TO OTHER TREATMENTS

LITTLE **COMPETITION** WHEN DRUGS ARE PATENT-PROTECTED FOR 20 YEARS AND MARKETING EXCLUSIVITY CAN LAST AS LONG AS 12 YEARS

NO TRANSPARENCY IN HOW PRICES ARE SET OR REQUIREMENTS TO NEGOTIATE WITH PAYERS

Direct to consumer advertising

Consumer coupon programs

Questionable "off label" uses for drugs

Create "new" versions of old products

Create barriers to availability of generics & biosimilars

Apply for dozens of patents

Control distribution of product



the campaign for
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