

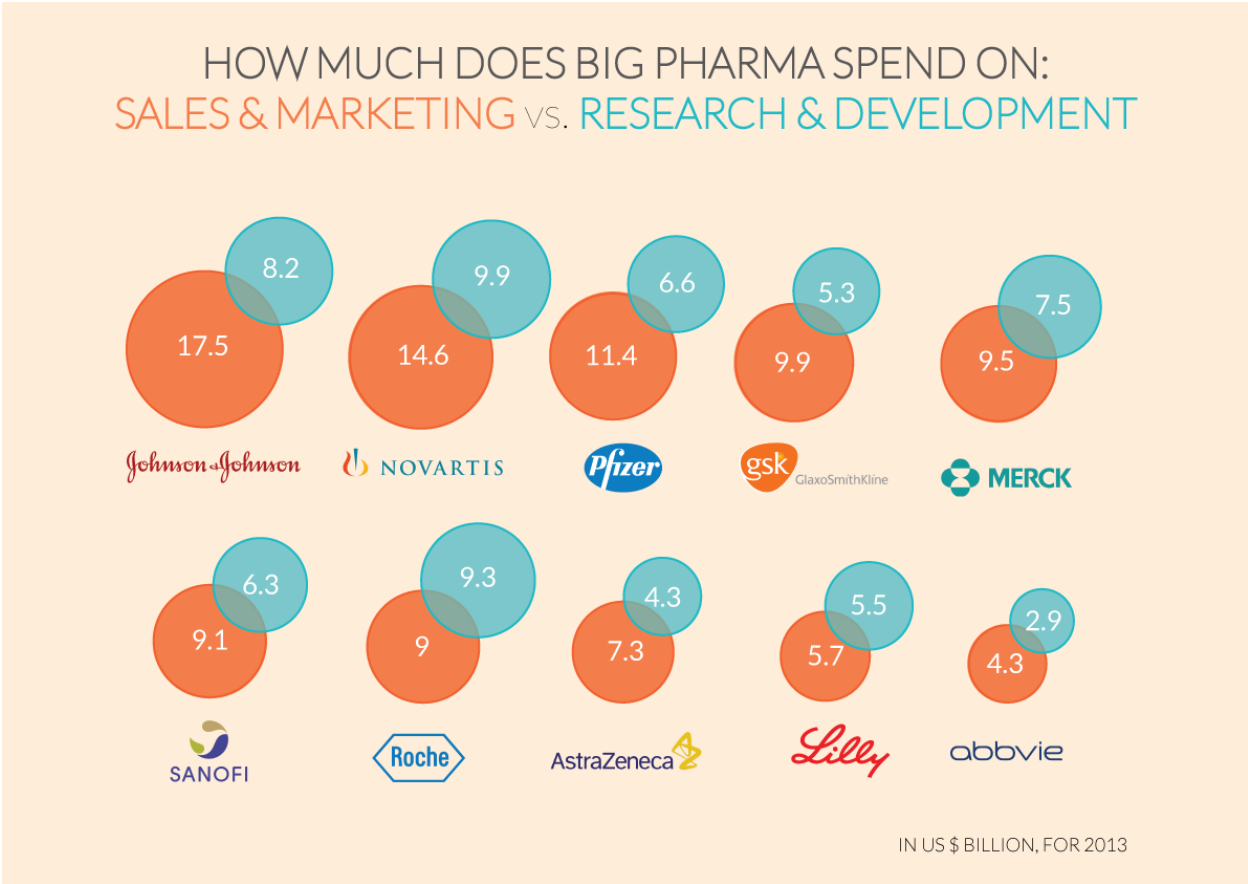


The pharmaceutical industry yesterday launched a multi-million-dollar marketing campaign in an effort to silence the growing public outcry over escalating prescription drug prices.

The ad blitz will do nothing to curb skyrocketing Rx prices, and is just the latest example of the industry putting marketing before research & development. This focus on sales before cures is a well-documented reminder of why we need to bring transparency to prescription drug prices.

Here's a look at pharma's priorities:

9 OF 10 TOP DRUGMAKERS SPEND MORE ON MARKETING THAN RESEARCH



(Source: [León Markovitz / Dadaviz](#))

The California Association of Health Plans' RunawayRx project sheds light on the acceleration of prescription drug pricing and how it impacts health care affordability, encouraging a route toward sustainable pricing. For more information, please visit www.RunawayRx.org or follow us on Twitter at [@Runaway_Rx](https://twitter.com/Runaway_Rx).