

SHINING A LIGHT ON HIGH-PRICED DRUGS



Democrats, Republicans & Independents [agree](#) – we need action to lower prescription drug prices, and transparency is the right first step. Recent coverage and support for SB 17 in leading newspapers shines a light on why drug price transparency is right for California:

Require drugmakers to report when they raise prices

San Francisco Chronicle

By Ed Hernandez and Tom Steyer

“The truth is, we can’t avoid Big Pharma because it’s the only game in town. Thanks to government-authorized monopoly protections, we have no choice but to pay whatever price Big Pharma charges, no matter how high...

“But **despite Big Pharma’s high profile, it still operates in the shadows**, and the industry likes it that way...

“Big Pharma wants us to believe that such costs reflect the expensive nature of research and development. But what the pharmaceutical companies spend on research, clinical trials and their 24/7 advertising campaigns is kept hush-hush. **One study found that for every \$1 drug companies spend on R&D, they spend \$19 on advertising...**

“Time and again, state legislatures have tried to force Big Pharma to reveal the true costs of drugs, only to be blocked by its powerful lobby...

“We’ve all had enough. **We ask the public to join us in holding Big Pharma accountable. It’s time to shine a light into the deep shadows of drug pricing. SB17 will do that.**”

Editorial: Bring transparency to prescription drug pricing

San Jose Mercury News

By Mercury News Editorial Board

“Pharmaceutical companies need an intervention to address their addiction to prescription drug price gouging. **Californians should demand that Big Pharma be more transparent about drug pricing habits** and put an end to industry practices that state Sen. Ed Hernandez says benefit drugmakers at the expense of taxpayers...

“Hernandez’ SB 17 would require prescription drug companies to give 90 days notice before raising the price for medications. It would also require the industry to provide detailed accounting of the money Californians spend on prescription drugs.

“**[SB 17] deserves to breeze through the Legislature and get a quick signature from Gov. Jerry Brown. But when Big Pharma and its army of lobbyists get involved, nothing comes easy...**

“Given the evidence of capricious price increases, drug companies should have to explain why the price Californians pay for prescription drugs is reasonable. Hernandez’ **SB 17 will bring needed transparency to that process without putting an undue burden on pharmaceutical companies.**”

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.com, and follow us on Twitter at @Runaway_Rx.