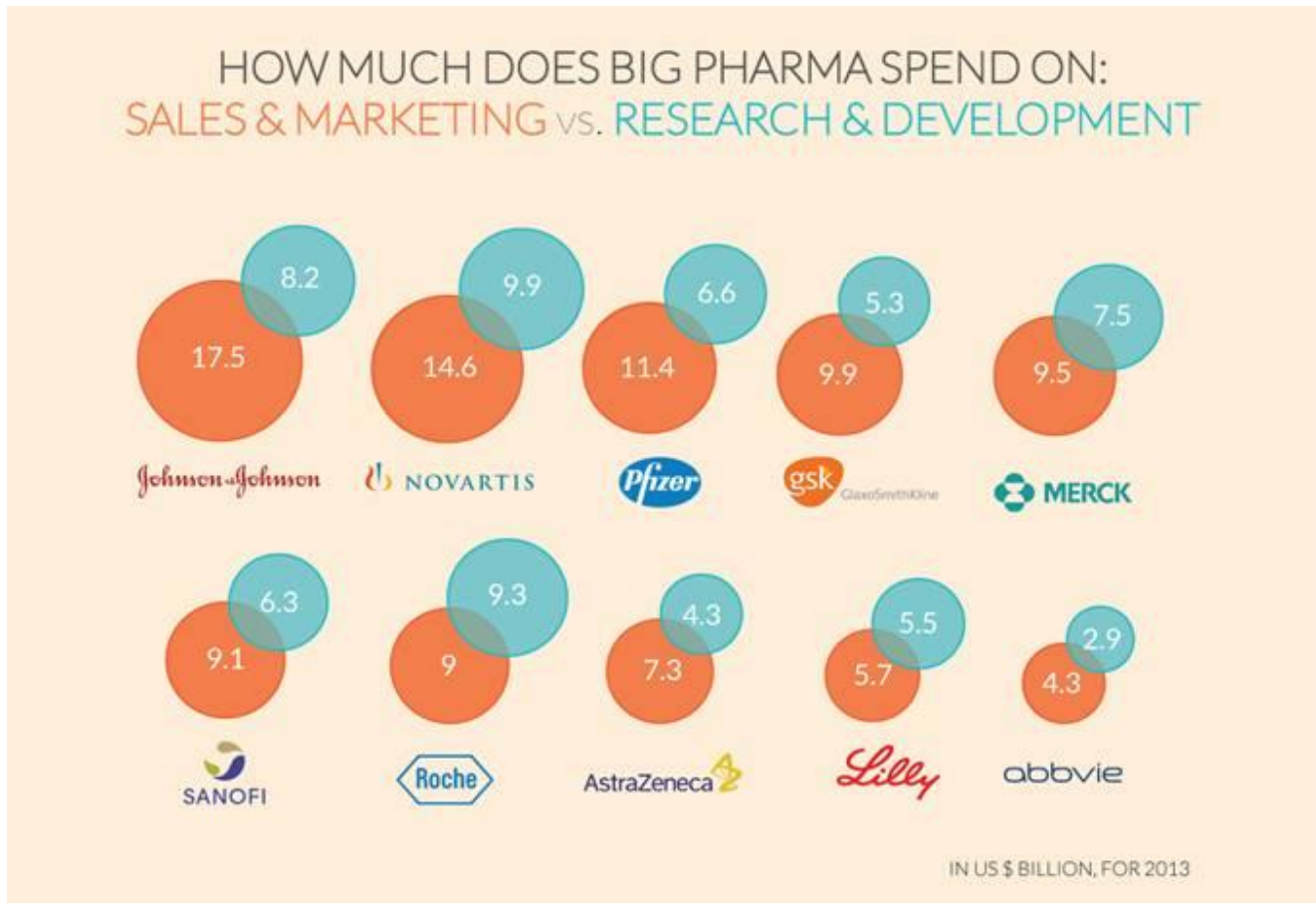


**TIME
FOR
AFFORDABILITY**

FOCUS ON

PHARMACY COSTS

9 OF 10 TOP DRUGMAKERS SPEND MORE ON MARKETING THAN RESEARCH



(Source: León Markovitz / Dadaviz)

Drug companies justify the high prices they charge by arguing that their research and development (R&D) costs are huge. The reality is drug companies spend far more on marketing drugs - in some cases twice as much - than on developing them.

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

This ad blitz will do nothing to curb skyrocketing Rx prices, and is just the latest example of the industry putting marketing before research and development. This is just another reminder of why consumers need and deserve bring transparency about prescription drug prices.

Pharmacy costs are the fastest growing expenditures in health care and something should be done to protect consumers from ever escalating prices. **The New York Health Plan Association supports Governor Cuomo's Executive Budget proposals that would cap prescription drug prices and capture excess pricing profits in both Medicaid and commercial markets.**