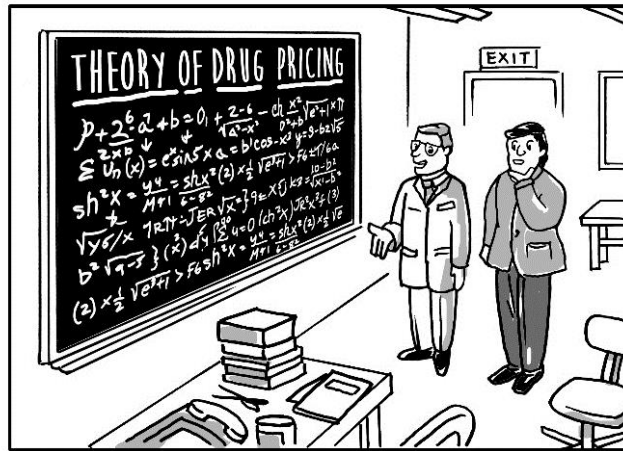


**CONSUMERS DESERVE TO KNOW WHAT'S BEHIND DRUG PRICES**



© 2016 RunawayRx. All rights reserved.  
*"...IF THAT DOESN'T WORK WE JUST MOVE THE DECIMAL POINT A FEW PLACES TO THE RIGHT."*

**Vermont** Governor Peter Shumlin last week signed the prescription **drug transparency** bill that require pharmaceutical companies to justify why their drug prices go up, making Vermont the first state to make drug pricing information public.

In **California** last week, the State Senate also approved passage of a bill to provide **transparency in drug pricing**. The California measure requires drug makers to give prior notice to purchasers before raising prices.

For too long pharmaceutical companies have been able to charge whatever they want for their products, with **no transparency** on how they set prices — pharmaceutical companies remain the only major sector of the healthcare system that doesn't have these types of transparency requirements.

It's time that New Yorkers had real facts on what drugs cost and for the pharmaceutical industry to justify its prices with real evidence. The lack of any basic price information makes it difficult for consumers and health plans to know if they are getting a good deal.

**New Yorkers** need **price transparency** on the part of the pharmaceutical industry. **S.7686/A.10026** would provide valuable information about prescription drug prices and the impact those prices have on the cost of health insurance and health care in New York.

**SUPPORT S.7686/A.10026 — SUPPORT TRANSPARENCY**