Stop Rx Greed: Cut Drug Prices Now

AARP Advocacy Campaign Briefing
• Background on the Rx Issue
• Political Landscape
• Campaign Strategy & Goal
• Positioning AARP on Rx
• Targeted Elected Officials
• Policy Solutions at the Federal & State Level
• Campaign Principles & Messaging
• Tough Q&A
• Positioning AARP at the State Level
• State Volunteer Role in the Campaign
Drug prices are going up.

Average Annual Cost of Brand Name Drug:

In 2006: $1,868
In 2017: $6,798

Average annual cost in 2017 if price increases were limited to inflation:

$2,178
Drug prices are going up while seniors struggle to afford Medicare.

- Average Medicare Part D enrollee takes 4.5 meds/month
- Over two-thirds of seniors have two or more concurrent chronic illnesses
- Median income for a Medicare beneficiary is $26,000/yr.
Wondering **why** our prescription drugs costs so much?

- **Drug companies set their own prices**
- **Drug companies hold the patent rights**
- **Money spent on marketing and advertising**
- **Medicare blocked from negotiating prices**
House & Senate emphasize drug pricing as top issue to address – holding hearings on drug pricing

Governors and State Legislatures willing to take on issues at increasing rates

President Trump spoken out against high costs

Campaign issues for 2020 Presidential race
High costs for Rx is a top concern for 50+ voters across party lines.

And, AARP is the best positioned to lead the fight.

National Survey Data

72%  63%
90%  80%

Voters ages 50 and older who self-identify as Democrat, Republican and Independent.
We understand **no one solution** will make prescription drugs more affordable.

Therefore, the broadest possible advocacy effort is necessary.
The goal of the Rx campaign is to position AARP as the leading advocate for the 50+ working lower Rx prices.
CAMPAIGN TARGETS — ELECTED OFFICIALS

- President of the United States
- Congress
- Governors
- State Legislatures
Reduce Rx Prices
Increase Rx Competition
Reduce Out of Pocket Rx Costs
Setting caps on out of pocket costs

State importation from other countries.

Transparency behind dramatic price increases in Rx costs.

Bulk purchasing of Rx

Price gouging laws with State Attorney General authority.

Setting caps on out of pocket costs
Government is broken while drug companies are making billions in profits off seniors and hardworking Americans.

No one should have to choose between food and medicine.

Americans shouldn’t have to pay the highest prices in the world for their medicines.

It is shameful drug companies spend billions more on advertising than developing new drugs.

People of all ages depend on their prescriptions and deserve commonsense solutions that lower Rx prices.
Congress: Stop letting drug companies price gouge seniors and hardworking Americans and pass bipartisan legislation to lower prescription drug prices.
PROTECT SENIORS and all taxpayers from price gouging by drug companies.

HELP PEOPLE get the drugs they need at a price they can afford.

CLOSE LOOPHOLES to stop brand-name drug companies from blocking access to lower cost generic drugs.

TRANSPARENCY in drug pricing to make easier to understand.
Together, let’s prepare for **tough questions** about why AARP supports lower drug costs.
Amplifying Messages
State Advocacy
Mobilizing Influencers & Grassroots Advocates
Engage Members Identify Storytellers
Continue to identify *authentic storytellers*

Deliver our message to elected officials and the media.

Twitter: @AARPAAdvocates

*Stay up-to-date*

www.aarp.org/Rx

Facebook: AARP Advocates
Thank you
For participating.