

Meet the first recipient of an affordable biologic for hemophilia.



He'll be 66 years old when he finally gets it.

Welcome to Big PharmaWorld,
where their idea of meaningful progress on generic
biologics is monopoly pricing for years to come,
just by making minor changes to the formula.

It's called "evergreening." For patients in need of
affordable, life-saving biologics, it means a generation of
waiting on successive decades of market exclusivity before
the drug manufacturers would have to compete on price.
Biologic innovators deserve a fair return on investment,
but tweaking product formulas to maintain a monopoly
on price is more than wrong. It's just plain cruel.

**Prove it's a new day.
Pass a real biogenetics
fix—one that puts
affordable life-saving
drugs in hands of
people when they
need them, not years
in the future.**

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