

PCMA SUPPORTS STRAIGHTFORWARD POLICY SOLUTIONS TO REDUCE DRUG COSTS

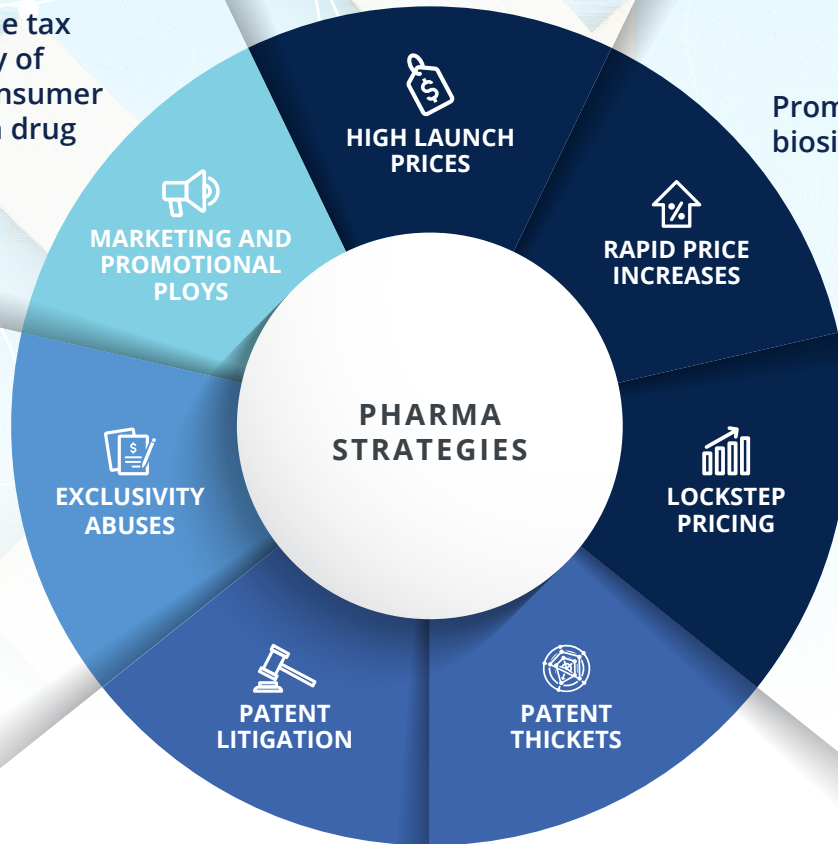
Adopting common-sense policies from PCMA's the Critical Path Forward: Rx Policies to Reduce Patient Costs, Improve Access that end the anticompetitive practices of pharmaceutical manufacturers and enhance competition in the marketplace could achieve federal savings of \$59.1 billion to \$118.3 billion over 10 years.

Hold pharmaceutical manufacturers accountable for their high drug prices

Eliminate the tax deductibility of direct-to-consumer prescription drug advertising

Promote generic and biosimilar competition

Reserve exclusivities to true innovation for orphan drugs, reference biologics, and first-generics



Enforce antitrust laws to stop lockstep pricing

Discourage anticompetitive "reverse payment settlements" and "pay-for-delay" agreements

Define patent extension strategies as anticompetitive and empower FTC to challenge them

Sources: PCMA. 2021. "Critical Path Forward: Rx Policies to Reduce Patient Costs, Improve Access." Visante. 2021. "Drug Manufacturer Strategies for Keeping Drug Costs High."