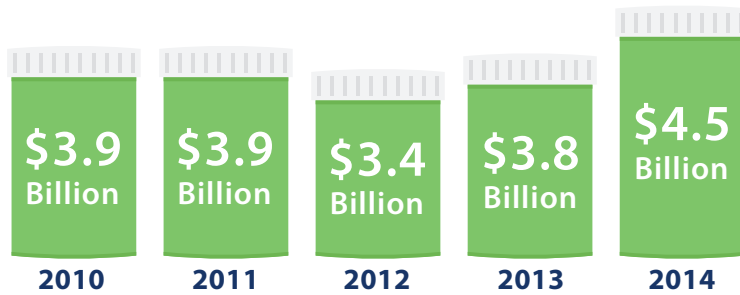


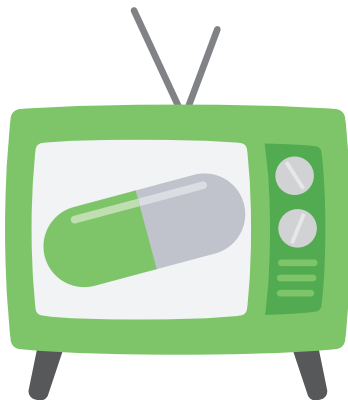
A Simple Truth: Prescription Drug Costs Are Too High

But do you know why?

Last year, drug companies spent \$4.5 billion to advertise their products. From 2010 through 2014, total spending on direct-to-consumer advertising reached \$19.5 billion.



Source: "DTC Unbound" Medical Marketing and Media, April 2015; www.mmm-online.com



The Side Effects of Big Pharma Ad Campaigns

In 2015, drug companies continued to be one of the biggest spenders on consumer advertising along with the automotive, wireless communications, fast food and life/ auto insurance industries. In response to negative impacts of these robust ad campaigns, the American Medical Association called for a ban on direct to consumer advertising last November.



"Direct-to-consumer advertising also inflates demand for new and more expensive drugs, even when these drugs may not be appropriate." - AMA Board Chair-elect Patrice A. Harris, M.D., M.A.

Source: American Medical Association, Nov. 17, 2015; www.ama-assn.org/ama/pub/news/news/2015/2015-11-17-ban-consumer-prescription-drug-advertising.page

What Else Does \$4.5 Billion Get You?

To gain a better understanding of the scope of drug companies' ad spending, here are some things that you could purchase with \$4.5 billion.



More than two dozen F-35 Fighter Jets

Source: CNN, <http://www.cnn.com/2015/07/16/politics/f-35-jsf-operational-costs/>



The New NY Bridge (replacement for the Tappan Zee Bridge)

Source: The New NY Bridge, <http://www.newnybridge.com/about/>