The Drug Deal

Building Support for Prescription Drug Price Transparency

Caitlin Westerson, Policy Manager
The Background
How did we get here?
In 2016, CCHI completed a membership survey that indicated prescription drugs as a top issue for Colorado consumers. CCHI (1) formed a prescription drug workgroup made up of our members and partners, and (2) supported several efforts aimed at addressing prescription drug costs:

- Regulatory Bulletin 4.82
- HB16-1102
- HB17-1318
Drug Pricing Transparency
90 day advanced notice any time a drug price increases more than 10% over the previous 2 years; Quarterly reporting by drug companies; Annual reporting by carriers on on top 25 drugs

Anti-Price Gouging
Gives the Attorney General the authority to sue generic drug manufacturers for ‘price gouging,’ define as a 50% increase in price over the previous year

Wholesale Importation Program
Directs State Department of Health Care Policy and Financing to design a wholesale importation program and seek approval from HHS; implement program if approved

PBM Anti Gag-Clause & Clawback
Prohibits ‘gag clauses’ in contracts between pharmacies and Pharmacy Benefit Managers (PBMs); reduces PBM clawback
Political Overview

**Senate** Republican majority by 1 seat

**House** Democratic majority by several seats

**Governor** Democrat; 2018 is a Colorado gubernatorial election year with almost 20 candidates!

**Legislative Session** January to May; 120 days
The Strategy
How do we move forward?
Things to consider:

• How will you manage your coalition?

• How can you leverage existing relationships to build support?

• Who do you need to form relationships with to gain diversity among your supporters?

• How do you minimize any opposition?
Political Strategy

- **Room** to negotiate
- **Spread** the opposition thin
- **Maximum** exposure for education and awareness
- **Polling** for state-specific results
Lessons Learned

...so far

• Consideration of an election year vs. non-election year

• Contract lobbyist involvement

• Time! Time! Time!
Thank you!

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