

January 2018

The Drug Deal

Building Support for Prescription Drug Price Transparency

Caitlin Westerson, Policy Manager



**Colorado Consumer
Health Initiative**



The Background

How did we get here?

Advocacy Overview



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

Policy Overview

2018 bills related to prescription drug costs:

Drug Pricing
Transparency
(DPT)

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 top 25 drugs

Anti-Price
Gouging

Anti-Price Gouging

Gives the Attorney General the authority to sue generic drug manufactures for 'price gouging,' define as a 50% increase in price over the previous year

Wholesale
Importation
Program

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

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?

Building a Coalition

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?

CONSUMER ADVOCACY ORGANIZATIONS CAN FIND COMMON GROUND WITH OTHER ORGANIZATIONS THAT CARE ABOUT COST CONTAINMENT IN THE HEALTH CARE SYSTEM

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!

Caitlin Westerson
Policy Manager

cwesterson@cohealthinitiative.org
(303) 839-1261