

PUSH for **COMPETITION** TO **LOWER DRUG PRICES**

Push for Competition to Lower Drug Prices Advocacy Tool Kit

The “Push For Competition To Lower Drug Prices” is in full swing! As part of this push, over 30 organizations representing patients, consumers, seniors, churches, students, unions, and disease advocacy groups are calling on the Senate to immediately advance and pass bipartisan bills that crack down on the drug industry’s anti-competitive practices and close regulatory loopholes to promote generic and biosimilar competition to lower drug prices.

Here are three actions to help spread the word!

1. Post on social media about the push!

Sample copy:

🌟 Join us in calling on the Senate to immediately pass bipartisan bills that crack down on Big Pharma's anti-competitive practices & close regulatory loopholes to promote competition and lower drug prices! Check out <https://patientspushforcompetition.org> to learn how to get involved!

Big Pharma has been abusing the system to maintain monopoly prices and prevent competition. Patients deserve affordable options. Go to <https://patientspushforcompetition.org> and tell your senators that it’s time to pass bipartisan reforms to lower drug prices now!

Patent thickets, pay for delay and product hopping are all tactics that Big Pharma uses to game the system and keep our drug prices high. It’s time to crack down on drug company gaming and promote competition. Learn more at <https://patientspushforcompetition.org>

2. Use the “Letter to Your Senator” tool [HERE!](#)

On <https://patientspushforcompetition.org>, our advocacy hub, P4ADNow has a letter to your senator tool! This tool offers a template letter to send to your legislators regarding bipartisan bills to increase competition and lower drug prices.

Writing a letter to your senator is a crucial step in passing reforms that crack down on Big Pharma's anti-competitive practices & close regulatory loopholes! Please circulate this letter tool widely within your networks.

3. Share [these graphics](#) on social media to elevate patient voices! Each of these patient stories pairs with a pharma abuse or a specific drug below, feel free to share them together!

Sample Copy:

Big Pharma's abuses impact real people. Read stories from patients and join our community's push for competition → <https://patientspushforcompetition.org>

Drug companies are gaming the system, but Congress can act now to lower drug prices for patients by passing bipartisan legislation to promote competition. Go to: <https://patientspushforcompetition.org> to learn more.

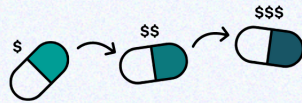
Drug Price Reform



Product hopping

WHAT IS PRODUCT HOPPING?

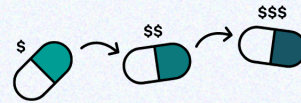
Product hopping occurs when a brand-name drug company games the patent and regulatory systems by switching patients to a “newer” version of a drug (without generic competition) right when an older version is about to face competition.



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ONE EXAMPLE OF BIG PHARMA PRODUCT HOPPING: AMGEN'S DRUG: ENBREL

Amgen made minor changes to Enbrel's design to extend the company's monopoly to block competition and keep prices high.



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"Enbrel, the drug I need to treat my psoriatic arthritis, is priced at over \$7,600 every single month. If my ability to cover those costs goes away, I know I will go back to waking up every morning in pain. Already there have been times when I've had insurance gaps or before I've hit my deductible when I've been forced to dip into my savings and jeopardize my financial health to preserve my physical health."



Kip Burgess
Chicago, IL

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Pay for Delay

WHAT ARE PAY FOR DELAY DEALS?

A pay for delay deal occurs when brand-name drug companies pay a potential competitor to delay selling a generic version of a drug, therefore keeping it off the market in order for the brand-name drug to maintain its monopoly for longer.



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EXAMPLE OF BIG PHARMA “PAY FOR DELAY”: BMS’S REVLIMID

Celgene and Bristol-Myers Squibb (BMS) entered into anti-competitive agreements with generic manufacturers in order to incentivize them to stay off the market, allowing their product, Revlimid, to have a prolonged monopoly period. Celgene’s tactics, including its manipulation of the patent system, are estimated to cost the U.S. health care system more than \$45 billion from 2019 through 2028.



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EXAMPLE OF BIG PHARMA “PAY FOR DELAY”: ABBVIE’S HUMIRA



AbbVie delayed competition from biosimilar versions of Humira by entering into settlement agreements with competitors that challenged Humira’s patents. In 2014, executives from AbbVie estimated that up to five biosimilar competitors would enter the market by the first few months of 2017. AbbVie made settlement agreements with four of these competitors, delaying competitor market entry until 2023 and maintaining their monopoly.

Earlier biosimilar competitive market entry would have lowered the price of Humira and saved the health care system at least \$19 billion from 2016 to 2023.

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“I live with multiple myeloma, a severe and incurable form of blood cancer. I was first diagnosed in 2010, and a few years later in 2016 I lost my health insurance when I lost my job. The following year, I was placed on a life-sustaining regimen of medications which included Revlimid, currently priced at about \$76,000 every four months. My co-pay was \$2,853.”



Sandra Killett
New York City, NY

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“To keep my multiple myeloma cancer at bay, I take a medication called Revlimid, which costs me \$20,000 each year on Medicare. To afford it, I have fundraised, searched for grants, sold furniture and my husband’s and my truck, and zeroed out our savings. The price of Revlimid has had real impacts on my husband’s and my quality of life.”



Jackie Trapp
Muskego, WI

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Patent Thickets

EXAMPLE OF BIG PHARMA PATENT THICKETS: J&J'S STELARA

Johnson and Johnson (J&J) has used patent thickets around Stelara to block biosimilar competitors from entering the market. For every day Stelara's monopoly is prolonged, Johnson and Johnson makes an additional \$18 million in revenue while patients suffer.



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"I'm a journalist, artist, chronic illness advocate, community leader, and since the age of 10, I have been living with Crohn's disease. Crohn's disease is a chronic inflammatory bowel disease. To treat my Crohn's, I take Stelara, an incredibly expensive drug that is listed at \$13,258 per dose. It is inhumane that anyone should have to wonder if they can afford to live and afford the drugs they need."



Karolina Chorvath
Boston, MA

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"I am a full-time graphic design and marketing professional currently living and working in Cedar Falls, Iowa. Having a chronic illness is stressful enough. Even with my exceptional coverage, not a day goes by that I do not think about Stelara's price and stress about the what ifs. What if I lose my job? What if my employer changes our insurance plan and my treatment is no longer affordable?"



Jacquie Persson
Cedar Falls, IA

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EXAMPLE OF BIG PHARMA PATENT THICKETS: ABBVIE'S IMBRUVICA

AbbVie filed multiple new patents on Imbruvica, even though patents covering the same aspects had already been approved earlier. Because the U.S. patent system grants a 20-year patent term to all approved patents no matter how innovative or repetitive they are, newer patents effectively reset the clock for the same 'invention.'



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"For my leukemia, my oncologist prescribed the oral chemotherapy Imbruvica, which has a monthly list price of over \$17,000. Every year since 2014, Imbruvica's price increases have outpaced inflation, putting it even further out of reach. I rely on grants each year to cover the cost, and constantly stress about whether my funding will renew for the next year!"



Lynn Scarfuto
Herkimer, NY

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