



JC Scott, *President and CEO*

**Pharmaceutical Care Management
Association**


April 15, 2019

Critics Using Social Media to Spread Their Message

Senator Bob Menendez @SenatorMenendez

PBMs negotiaite rebates from drug companies to include them as part of your drug coverage. The big problem is the lack of transparency—we don't know WHO is getting paid WHAT.

But we do know is that drug prices are skyrocketing and patients are losing...



When drug companies pay rebates to PBMs, patients are left empty-handed.

8:13 AM - 9 Apr 2019

PCMA @pcmanet · Apr 5

"The Administration has expressed a strong concern about the cost of prescription drugs in the US healthcare system. Oddly, the proposed rule will increase revenues and reduce costs for #drugmakers," said @AlexBrill_DC, CEO at Matrix Global Advisors. #PBMs ow.ly/zH5e50p70Jm

Madden's Pharmacy @MaddensPharma

Replying to @pcmanet @AlexBrill_DC

#FakeNews #Yawn Let's talk about #PBM nonnegotiable contracts. Let's talk about #PBM spread pricing. Let's talk about #PBM patient steering. Let's talk about #PBM making billions as middleman. #FixDIR

2:27 PM - 5 Apr 2019

Ellen H Ullman @CureT1Diabetes

Thank you @RepBuddyCarter - Please make it true that through bipartisan cooperation you and your colleagues will end this extortion and corruption with PBMs/Insurers/insulin manufacturers.... #insulin4all #insulinhearing

11:29 AM - 10 Apr 2019

Kings Pharmacy @KingsRxBB

PBMs or Middlemen are the direct cause of high drug prices. Occam's razor.



These powerful but little-known companies that have been blamed for high d... The US has a high drug prices problem. These obscure but powerful companies will now face some tough questions on Capitol Hill.

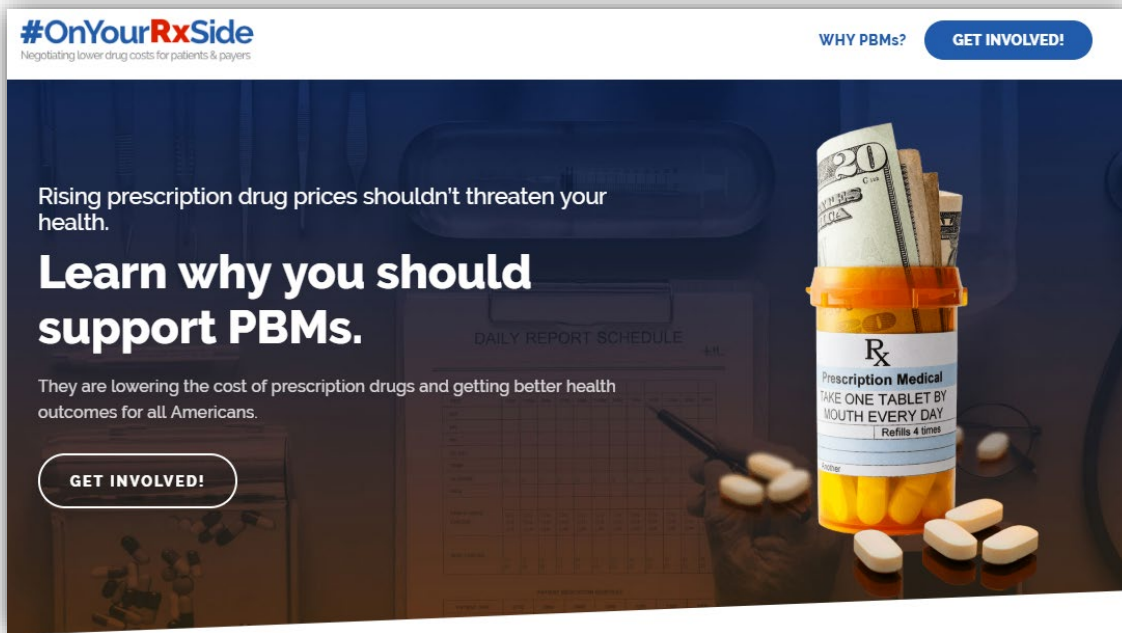
businessinsider.com

6:18 PM - 7 Apr 2019

#OnYourRxSide Campaign

#OnYourRxSide

Negotiating lower drug costs for patients & payers



#OnYourRxSide
Negotiating lower drug costs for patients & payers

WHY PBMs? [GET INVOLVED!](#)

Rising prescription drug prices shouldn't threaten your health.

Learn why you should support PBMs.

They are lowering the cost of prescription drugs and getting better health outcomes for all Americans.

[GET INVOLVED!](#)

The advertisement features a central image of an orange pill bottle with a white label that reads "Rx Prescription Medical TAKE ONE TABLET BY MOUTH EVERY DAY Refills 4 times". Instead of pills, the bottle is filled with US dollar bills, including a \$20 bill. Several white pills are scattered on the surface in front of the bottle. The background is dark blue with faint, semi-transparent text including "DAILY REPORT SCHEDULE" and "Rx".

Campaign Coverage

The image displays three overlapping screenshots of news articles and an advertisement. The top-left screenshot is from HealthLeaders, featuring the headline "PBMS LAUNCH COUNTEROFFENSIVE AS TRUMP ADMINISTRATION FLOATS PLAN TO ELIMINATE 'MIDDLEMAN' DRUG REBATES" by John Commins on February 06, 2019. The top-right screenshot is from FierceHealthcare, with the headline "PBMs launch counterattack following Trump administration's plan to end drug rebates" by Paige Minemyer on Feb 6, 2019. The bottom screenshot is from FiercePharma, with the headline "As rebates face the ax, PBMs cast themselves as drug cost cutters in new digital ads" by Beth Snyder Bulik on Feb 6, 2019. Below the headline is a blue advertisement for PCMA with the text "We're clamping down on drug price hikes" and "#OnYourRxSide".

HealthLeaders TOPICS RESEARCH EVENTS RESOURCES SUBSCRIBE

ANALYSIS

PBMS LAUNCH COUNTEROFFENSIVE AS TRUMP ADMINISTRATION FLOATS PLAN TO ELIMINATE 'MIDDLEMAN' DRUG REBATES

BY JOHN COMMINS | FEBRUARY 06, 2019

FierceHealthcare

HOSPITALS & HEALTH SYSTEMS TECH PAYER FINANCE PRACTICES REGULATORY

Payer

PBMs launch counterattack following Trump administration's plan to end drug rebates

by Paige Minemyer | Feb 6, 2019 6:00am

FiercePharma

MANUFACTURING MARKETING PHARMA VACCINES

Marketing

As rebates face the ax, PBMs cast themselves as drug cost cutters in new digital ads

by Beth Snyder Bulik | Feb 6, 2019 10:15am

We're *clamping down* on drug price hikes

Did you know Pharmacy Benefit Managers (PBMs) save patients and health plans \$123 per prescription?

#OnYourRxSide

LEARN MORE

PCMA

One of the ads now running from the PCMA looks to outline its role as fighting for price discounts from the pharma industry. (PCMA)

We're *keeping a lid* on out-of-control drug prices

Did you know your Pharmacy
Benefit Manager may have
negotiated \$941 or more in
savings for you last year?

[LEARN MORE](#)



#OnYourRxSide



We're *in your corner* against skyrocketing drug prices

Did you know Pharmacy Benefit
Managers will negotiate
prescription drug prices
down by \$654 billion over
the next ten years?

[LEARN MORE](#)



#OnYourRxSide



We're *clamping* *down* on drug price hikes

Did you know Pharmacy Benefit
Managers save people and their
health plans an average of \$123
per prescription?

[LEARN MORE](#)



#OnYourRxSide

