



# Affordable Medicines are Still Elusive: America's Families Want Fair Prices

October 5, 2020



*Dedicated to creating a nation where the best health and  
health care are equally accessible and affordable to all*

# Today's Panelists

**Moderator:** **Kimberly Alleyne**, Senior Director of Communications, FUSA

**Panelists:** **Gail Sredonavic**, Consumer Advocate  
Menlo Park, CA  
**Representative Anna Eshoo** (CA-18),  
Chairwoman of House Energy and Commerce  
Health Subcommittee  
**Geoffrey Garin**, President  
Hart Research Associates  
**Sandra Wilkniss**, Director of Complex Care Policy  
Families USA

# Housekeeping

- Today's presentation is being recorded
- The slides and recording will be made available
- To ask questions:
  - Type your question in the chat box
  - Raise your hand when we get to Q and A

# The Consumer Experience

- **Conversation with Gail Sredonavic,**  
Consumer advocate, Menlo Park, CA
- **Conversation with Representative Anna Eshoo**  
Chairwoman of House Energy and Commerce  
Health Subcommittee

# Affordable Medicines are Still Elusive: America's Families Want Fair Prices

Families USA Virtual Forum  
October 5, 2020

*Key findings from a survey among 1,203 voters nationwide  
Conducted June 2020 for*

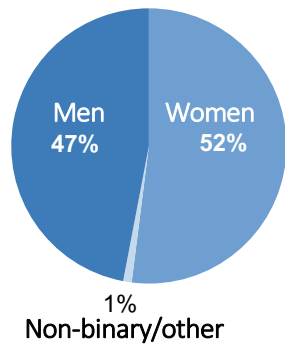
**FAMILIESUSA**  
THE VOICE FOR HEALTH CARE CONSUMERS

## Key Takeaways

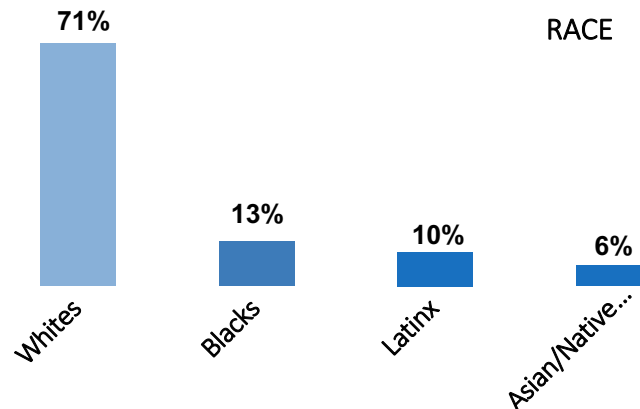
1. Voters put a high priority on congressional action to address high drug prices, and there is overwhelming support for legislation to give Medicare the power to negotiate with drug companies for lower prices.
2. Large majorities of voters believe that drug companies charge unreasonably high amounts for medicine and that most Americans face difficulties in affording the costs of prescriptions.
3. Even if the high cost of prescriptions does not affect them personally, voters believe that it is a challenge for other Americans.
4. There is overwhelming support across party lines for legislation that would cap the price on any COVID-19 vaccines or treatment developed with federal funding.

# Characteristics of Survey Respondents

GENDER

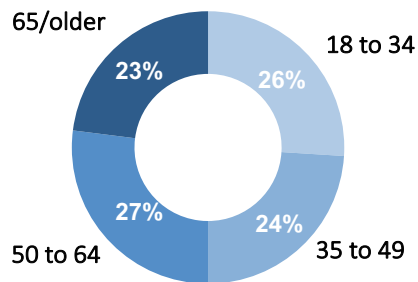


RACE

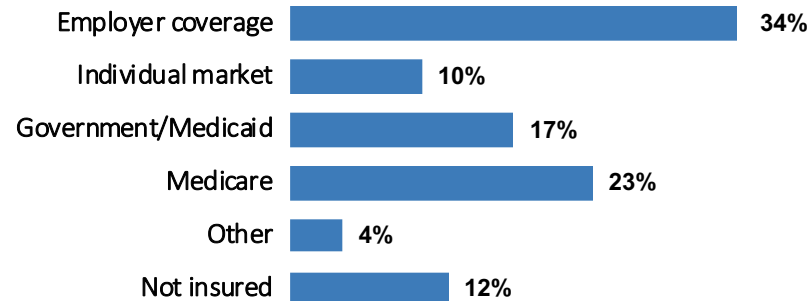


- Online survey with 1,203 registered voters nationwide
- Fielded June 23 to 29, 2020
- Included moment-to-moment dial tests for six Families USA videos and one PhRMA video

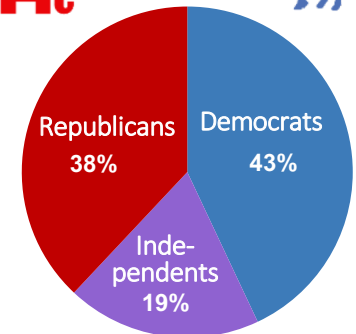
AGE



HEALTH INSURANCE

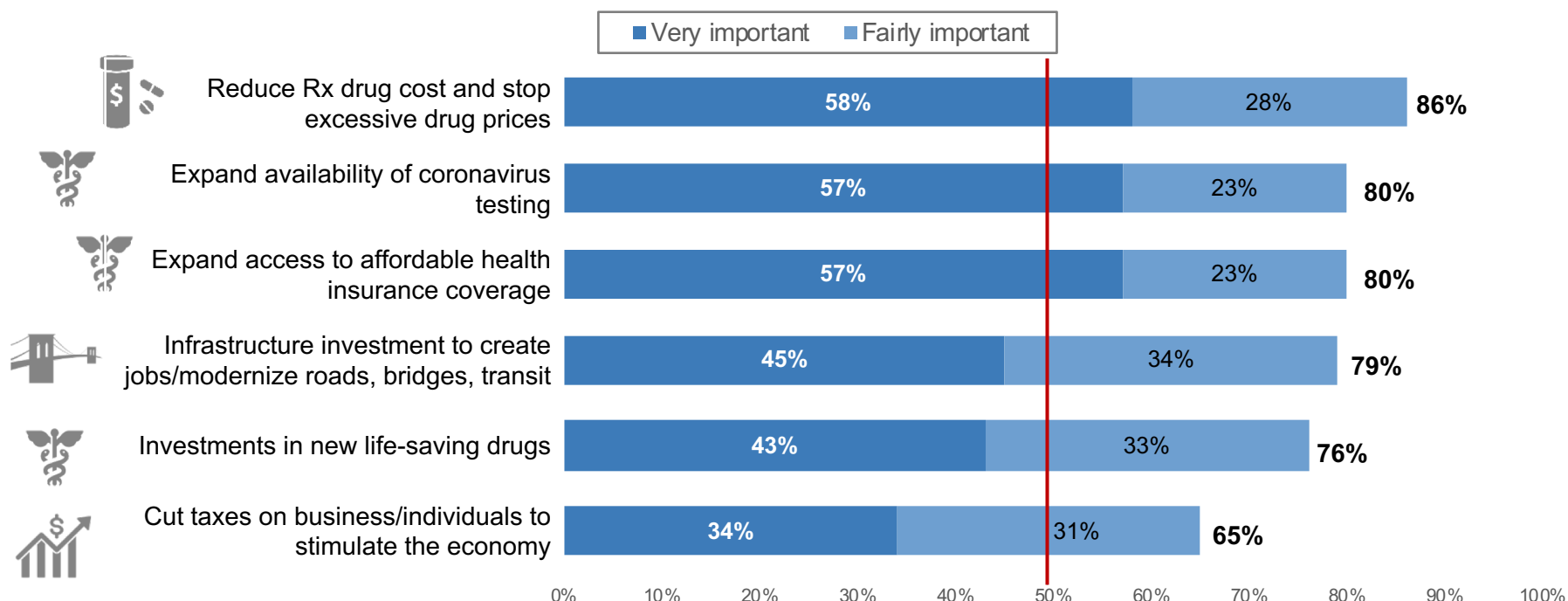


PARTY ID



# Voters' three most urgent priorities for Congress center on healthcare.


*Importance of Congress Passing Legislation THIS YEAR to Address Each Issue*





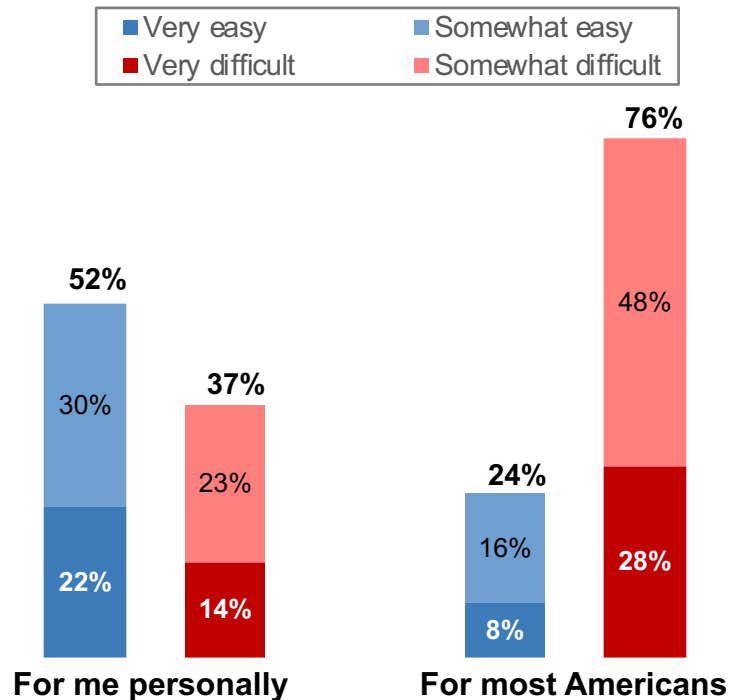
# The issue of reducing the cost of prescription drugs is powerful across the aisle.

*VERY IMPORTANT for Congress to Pass Legislation THIS YEAR to Address Each Issue*

|  | Democrats  | Independents | Republicans |
|--|------------|--------------|-------------|
|  Reducing the cost of prescription drugs and stopping excessive drug prices | 66%        | <b>52%</b>   | <b>51%</b>  |
| Expanding the availability of coronavirus testing  | <b>72%</b> | <b>52%</b>   | 41%         |
| Expanding access to affordable health insurance coverage   | <b>71%</b> | <b>51%</b>   | 43%         |
| Investing in infrastructure projects to create jobs and modernize our roads, bridges, and transportation   | 46%        | 41%          | <b>46%</b>  |
| Ensuring investments in new life-saving drugs  | 49%        | 38%          | 38%         |
| Cutting taxes on businesses and individuals to stimulate the economy   | 31%        | 32%          | 40%         |

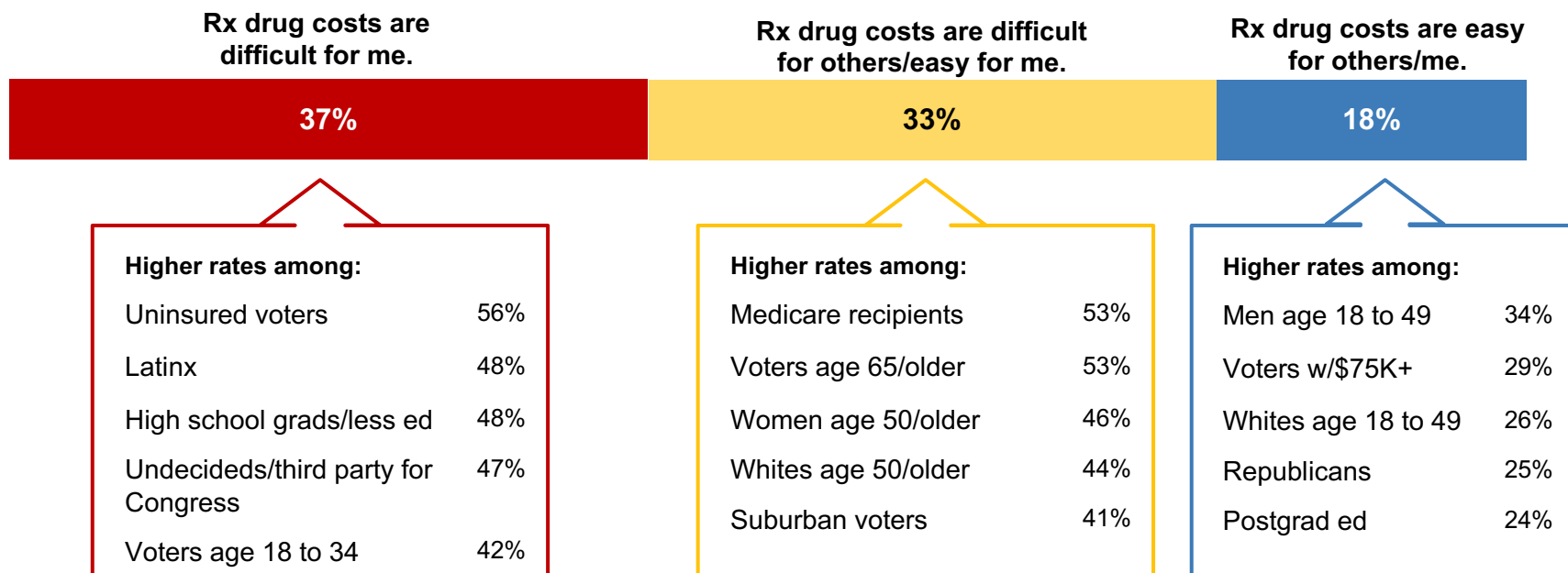
Even if the high cost of prescriptions does not affect them personally, voters believe that it is a challenge for other Americans.

*How difficult is it for you/most Americans to afford the cost of prescription medicine?*



|              | Difficult for me personally | Difficult for most Americans |
|--------------|-----------------------------|------------------------------|
| Men          | 37%                         | 68%                          |
| Women        | 38%                         | 82%                          |
| Age 18 to 34 | 42%                         | 65%                          |
| Age 35 to 49 | 34%                         | 65%                          |
| Age 50 to 64 | 43%                         | 82%                          |
| Age 65/older | 30%                         | 90%                          |
| Whites       | 35%                         | 78%                          |
| Blacks       | 41%                         | 64%                          |
| Latinx       | 48%                         | 72%                          |
| Democrats    | 40%                         | 78%                          |
| Independents | 42%                         | 77%                          |
| Republicans  | 32%                         | 72%                          |

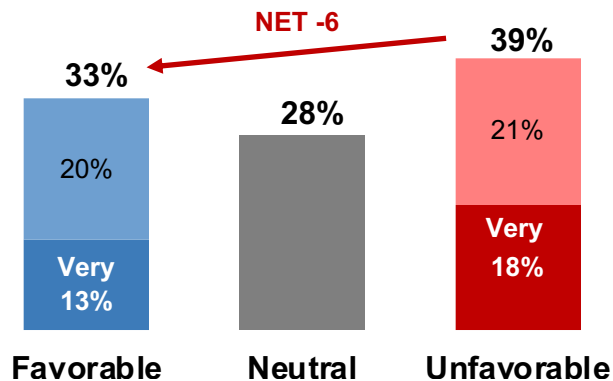
# Voters divide into three groups on the cost of prescription drugs.



While overall feelings toward drug companies are mixed, there's widespread agreement that companies charge too much for prescription drugs.

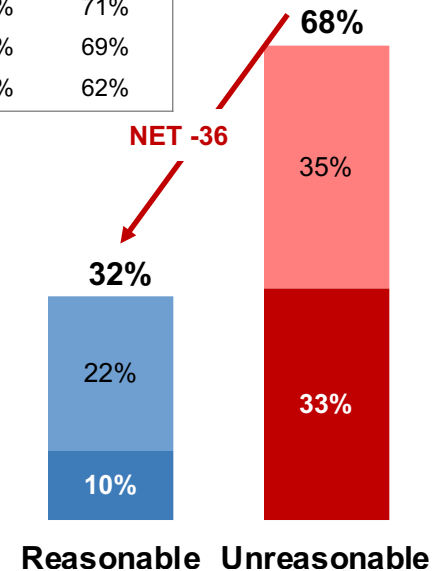
*Overall Opinion of the Pharmaceutical Industry Today*

|              | Fav | Unfav |
|--------------|-----|-------|
| Democrats    | 29% | 44%   |
| Independents | 22% | 42%   |
| Republicans  | 43% | 31%   |



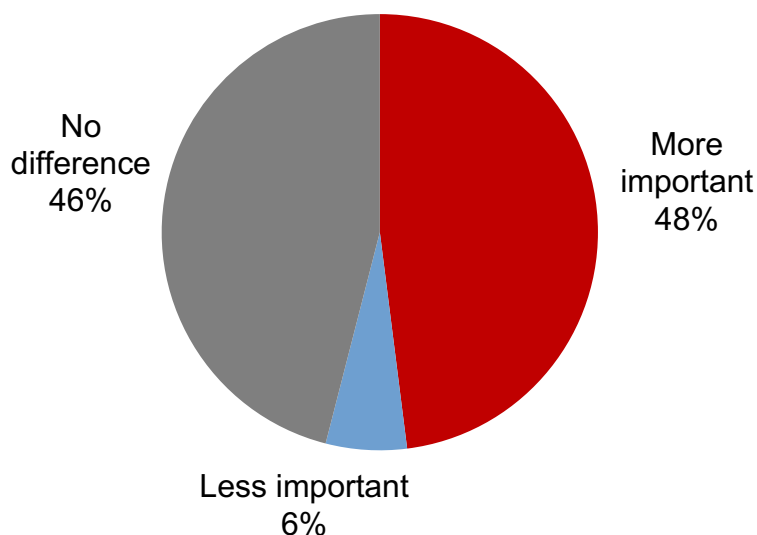
*Assessment of Amount Pharmaceutical Companies Charge for Rx Drugs*

|              | Reas | Unreas |
|--------------|------|--------|
| Democrats    | 29%  | 71%    |
| Independents | 31%  | 69%    |
| Republicans  | 38%  | 62%    |



If anything, the coronavirus has increased the importance of high prescription drug costs, including for younger voters who are not traditionally as affected by this issue.

*Has the situation with the coronavirus made the issue of high prescription drug costs more important or less important to you?*

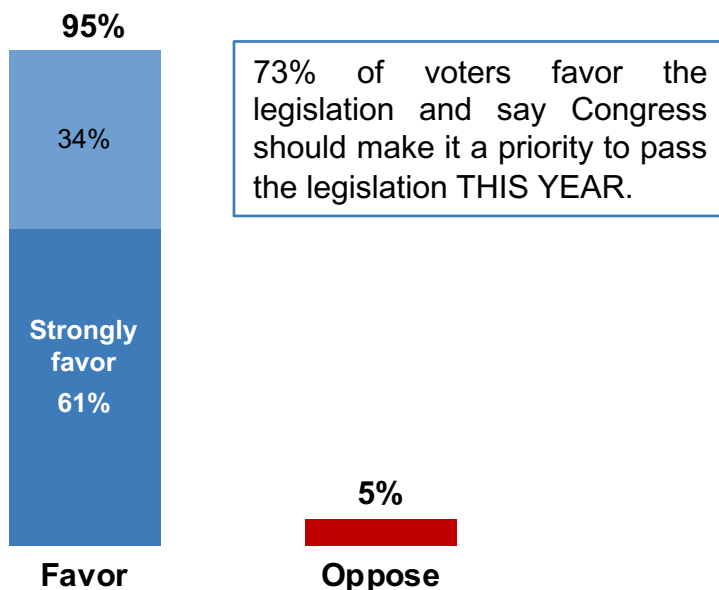


**Coronavirus has made the issue of Rx costs more important.**

|                     |     |
|---------------------|-----|
| Age 18 to 34        | 59% |
| Age 35 to 49        | 48% |
| Age 50 to 64        | 43% |
| Age 65/older        | 43% |
| Whites              | 43% |
| Blacks              | 60% |
| Latinx              | 66% |
| Whites age 18 to 49 | 50% |
| Whites age 50/older | 38% |
| VOCs age 18 to 49   | 59% |
| VOCs age 50/older   | 62% |

There is overwhelming and bipartisan consensus that Congress should act now to give Medicare the power to negotiate directly with drug companies for lower prices.

*Support for Legislation to Lower Rx Drug Costs\**



|                     | Total favor | Strongly favor |
|---------------------|-------------|----------------|
| Democrats           | 96%         | 70%            |
| Independents        | 96%         | 54%            |
| Republicans         | 93%         | 54%            |
| Whites              | 95%         | 61%            |
| Blacks              | 95%         | 60%            |
| Latinx              | 97%         | 67%            |
| Age 18 to 34        | 95%         | 49%            |
| Age 35 to 49        | 95%         | 61%            |
| Age 50 to 64        | 94%         | 61%            |
| Age 65/older        | 96%         | 73%            |
| Medicare recipients | 95%         | 69%            |
| Private insurance   | 96%         | 60%            |
| Uninsured           | 98%         | 53%            |

\*Description before question: "Congress is considering legislation to lower the cost of prescription drugs by giving Medicare the power to negotiate directly with drug companies for lower prices. The legislation would give people covered under other plans the benefit of the lower prices."

# Voters are concerned that Congress won't go far enough to lower the cost of prescription drugs.

*Which concerns you more?*

Congress will not go far enough to lower the cost of prescription drugs and allow drug companies to continue charging excessive amounts that make medicines too expensive for many people.

69%

+38  
CONGRESS  
WON'T GO  
FAR ENOUGH

Congress will go too far in regulating the cost of prescription drugs and reduce the ability of drug companies to invest in the research and development of new life-saving medicines.

31%

|   | Won't go far enough | Will go too far |
|---|---------------------|-----------------|
| Democrats                                 | 80%                 | 20%             |
| Independents                              | 70%                 | 30%             |
| Republicans                               | 57%                 | 43%             |
| Undecided/third party for Congress        | 68%                 | 32%             |
| Rx costs difficult for me                 | 77%                 | 23%             |
| Rx costs difficult for others/easy for me | 72%                 | 28%             |
| Rx costs easy for all                     | 48%                 | 52%             |

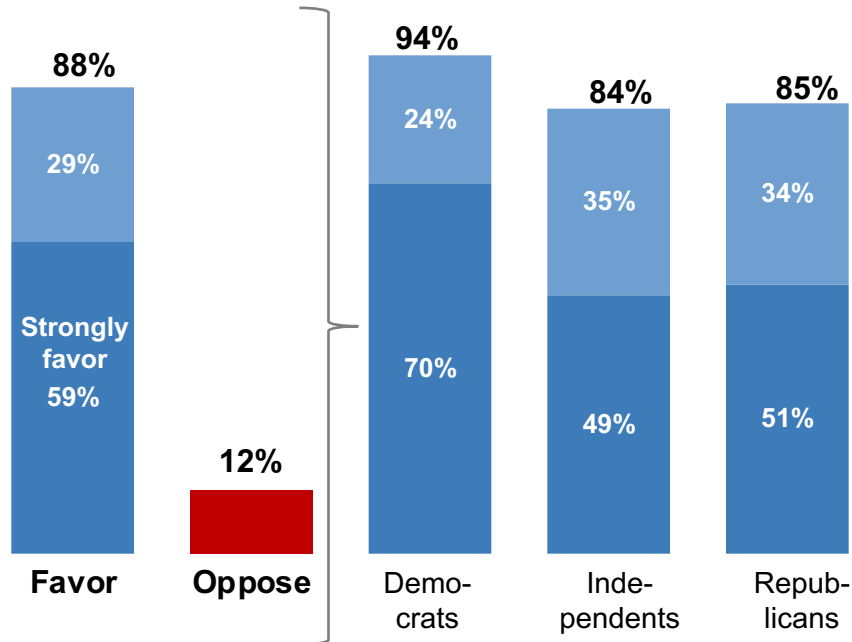
# IMPACT OF STORYTELLERS



# COVID-19 VACCINE

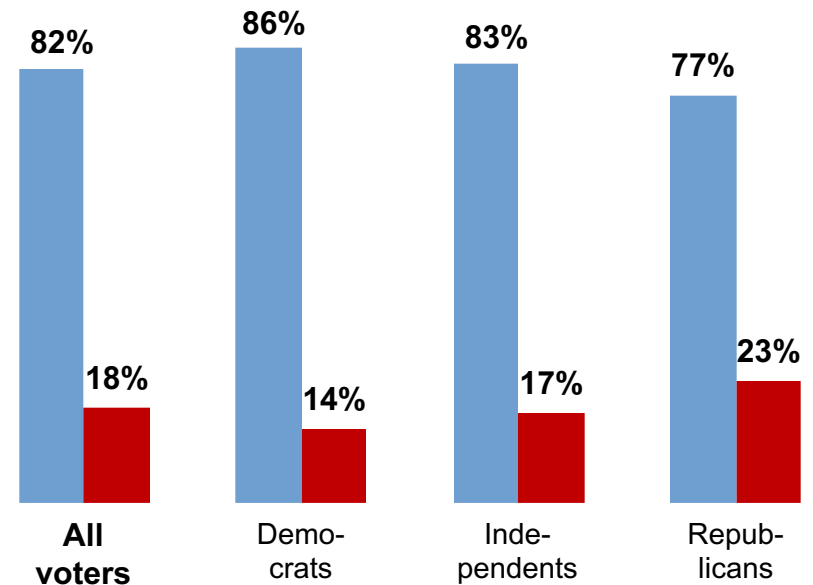
# There is strong and bipartisan consensus that Congress has a responsibility to make sure that a treatment or vaccine for COVID-19 is both affordable and widely available.

*Support for legislation that sets price cap on COVID vaccines/treatment developed with federal funding*



■ It is **federal gov't responsibility** to make sure enough coronavirus vaccine is produced so everyone in U.S can get one

■ Decisions about production of a vaccine should be **left up to PhRMA company** that developed it



# Families USA: Who We Are



COVERAGE



HEALTH CARE  
VALUE



HEALTH EQUITY



CONSUMER  
ENGAGEMENT

**Families USA** is a leading nonpartisan, national voice for health care consumers. We work to ensure the best health and health care are equally affordable and accessible to all.

Visit us at:

[www.familiesusa.org](http://www.familiesusa.org)

# A Persistent Problem

High and rising drug prices leave consumers with impossible choices.

Did not fill a prescription



Spent less on groceries



Declined a medical test or procedure



Spent less on family



Put off a doctor's visit



Used credit card more often



Switched to a supplement, over-the-counter drug or nondrug treatment.



Postponed paying other bills



Source: Consumer Reports nationally representative survey of 1,180 adults who currently take prescription medication.

<https://www.consumerreports.org/drug-prices/how-to-pay-less-for-your-meds/>



# Questions?



*Dedicated to creating a nation where the best health and health care are equally accessible and affordable to all*



FamiliesUSA.org