

Social Media Kit

AB 2352 -- The PRICE Act

The Patient Rx Information & Choice Expansion Act



Tweets: *Please add additional California Assembly Appropriations Committee members as appropriate*

(YOUR ORGANIZATION) is proud to support #AB2352 @adrin_nazarian (#PRICEAct) which lowers healthcare costs and enable patients to work with their doctors on a care plan that is affordable and accessible to them. <https://youtu.be/INQIJAR-CZY> @CAChronicCare @ChrisHoldenNews

#AB2352 @adrin_nazarian (#PRICEAct) will provide Californians with chronic conditions, the information they need to understand their choices while with their doctor. Please take action and support AB2352. <https://youtu.be/INQIJAR-CZY> @CAChronicCare @ChrisHoldenNews @FrankBigelowCA

Thank you @adrin_nazarian and @MarieWaldron75 for co-authoring this bill to ensure patients get the vital cost and coverage information they need to make informed decisions with their doctors! <https://youtu.be/INQIJAR-CZY> @CAChronicCare @FrankBigelowCA

Patients need better affordability and greater transparency in healthcare. Members of the assembly Appropriations Committee: please support #AB2352 (@adrin_nazarian) #PRICEAct <https://youtu.be/INQIJAR-CZY> @CAChronicCare @ChrisHoldenNews @MarieWaldron75

#AB2352 (#PRICEAct) improves access to care for patients who may experience “sticker shock” when reaching the pharmacy counter. @(TAG APPROPRIATIONS MEMBER HERE) and members of the appropriations committee, we urge your support of this bill. <https://youtu.be/INQIJAR-CZY> @CAChronicCare @FrankBigelowCA

Patients with (#representing condition) need access to cost/coverage info about their treatment. Please support #AB2352 (@adrin_nazarian) #PRICEAct, so that doctors and patients can have a discussion on the best care for them. <https://youtu.be/INQIJAR-CZY> @CAChronicCare @ChrisHoldenNews @FrankBigelowCA

Please visit @CAChronicCare daily to find additional posts to retweet!

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Facebook Posts: *Please add additional California Assembly Appropriations Committee members as appropriate*

The (YOUR ORGANIZATION NAME) is proud to join nearly 30 patient-centered organizations to support Patient Rx Information and Choice Expansion (#PRICEAct) which will enable patients and their doctors to access important cost and coverage information about their treatments at the time of prescribing. This reduces frustrating administrative and cost barriers for both patients and providers when accessing care. We thank Assemblymembers @adrin_nazarian and @MarieWaldron75 for their leadership and urge members of the committee to support #AB2352. @CACChronicCare @ChrisHoldenNews

(YOUR ORGANIZATION) is proud to support #AB2352 @adrin_nazarian Patient Rx Information and Choice Expansion (#PRICEAct) which lowers healthcare costs and enable patients to work with their doctors on a care plan that is affordable and accessible to them. Put decision-making where it should be – between a patient and their physician. Please join us in supporting the bill: <https://youtu.be/INQIJAR-CZY> @CACChronicCare

We've joined organizations across #CA who support #AB2352 Patient Rx Information and Choice Expansion (#PRICEAct) Thank you @adrin_nazarian for introducing and @MarieWaldron75 for co-sponsoring this bill to ensure patients get the vital cost and coverage information they need to make informed decisions with their doctors! <https://youtu.be/INQIJAR-CZY> @FrankBigelowCA

Patients need better affordability and greater transparency in healthcare. Cost and availability of medications is not available to patients until after they reach the pharmacy counter, where they may realize the treatment is unaffordable and may abandon the medication altogether. Delays in care not only aggravate the patient's state of health, but also lead to increased utilization of more costly healthcare services. Members of the assembly Appropriations Committee: please support #AB2352 (@adrin_nazarian) Patient Rx Information and Choice Expansion (#PRICEAct) that corrects this situation. <https://youtu.be/INQIJAR-CZY> @CACChronicCare

#AB2352 Patient Rx Information and Choice Expansion (#PRICEAct) improves access to care for patients who may experience "sticker shock" when reaching the pharmacy counter. Put treatment decision-making where it should be – between a patient and their physician.

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@(TAG APPROPRIATIONS MEMBER HERE) and members of the appropriations committee, we urge your support of this bill. <https://youtu.be/INQIJAR-CZY> @CAChronicCare

Patients with (#representing condition) need access to cost/coverage info about their treatment. Please support #AB2352 (@adrin_nazarian) Patient Rx Information and Choice Expansion (#PRICEAct) so that doctors and patients can have a discussion on the best care for them. <https://youtu.be/INQIJAR-CZY> @FrankBigelowCA

Please visit @CAChronicCare daily to find additional posts to share!

Committee on Appropriations and their Twitter accounts

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[Bill Quirk](#) @AsmBillQuirk

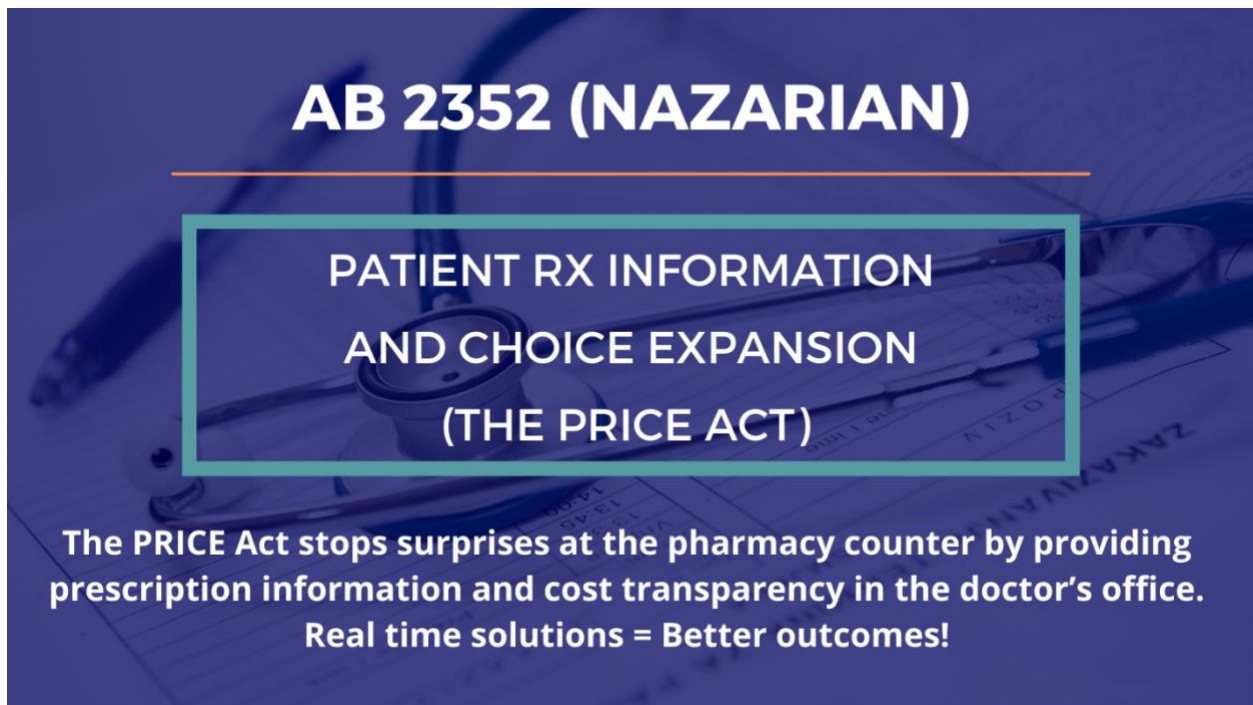
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YouTube Link to AB 2352 Video: <https://youtu.be/INQIJAR-CZY>

Graphic:



AB 2352 (NAZARIAN)

**PATIENT RX INFORMATION
AND CHOICE EXPANSION
(THE PRICE ACT)**

**The PRICE Act stops surprises at the pharmacy counter by providing prescription information and cost transparency in the doctor's office.
Real time solutions = Better outcomes!**

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AB 2352 (NAZARIAN)

PATIENT Rx INFORMATION and CHOICE EXPANSION (PRICE ACT)



The Problem

Patients Cannot Afford Their Medications. 65% of surveyed patients were financially affected by the COVID-19 pandemic, with an estimated 20 million people losing employer-sponsored insurance.^{1,2} Lack of price transparency and patient coverage contribute to high out-of-pocket (OOP) costs.³

COVID-19. Patients have had care delayed due to COVID-19, with non-urgent visits and treatments canceled. Lack of preventive and acute care may result in more serious issues which lead to additional, potentially more costly treatments, especially for those managing 1 or more chronic conditions.⁴

A Strained Healthcare System. Physicians, pharmacists, and healthcare staff have taken on more volume and responsibilities during COVID-19. Pharmacists have become an accessible provider while juggling time- and resource-wasting claims management.^{1,5}

Administrative Burden for Providers. 85% of providers list medication barriers like prior authorization (PA) as a time-consuming part of their day, which means less time for meaningful interactions with patients.⁶

People Are Not Taking Their Medications.

Patients rank OOP costs and benefit barriers like PA as the most important factors in managing Rx drugs. Studies have shown that patients do not take their medications as directed, if at all, when cost or delays are an issue.^{1,7}

Providing more accurate drug pricing information and options for the physician, pharmacist, and patient earlier in a streamlined process can lead to lower OOP costs with more people taking their prescriptions as directed. This means an overall healthier California spending less on healthcare.

The Solution

Cost and Coverage Data Should Be Available and Shared with the Patient and Provider at Time of Care.



Patient-Centered Care. Developments in technology pave way for a more patient-centric approach where the patient is the key stakeholder in their own health. Health decisions are often made by what patients can afford – and it's time that patients have this information from the start.



Decision-Making Happens Before Reaching the Pharmacy Counter. By making prescription cost and coverage information available at point-of-care, the physician and patient can have a timely and meaningful discussion about the best treatment for the patient at a level they can access (e.g., cash payment, other comparable prescriptions, or sending the order to a different pharmacy).



Less Administrative Strain on Providers. Physicians and pharmacists could get hours back in their day just by discussing price and plan information from the start.⁸ This means that physicians and pharmacists can get back to what they were trained to do – and it means more time with patients and less time on hold or buried under paperwork.



Patients Take Their Medications. Providers and patients can make a plan real-time that works for the patient. This can reduce delays and cost, and remove barriers, thereby improving adherence and appropriate use. When patients are equipped with coverage and cost information, they can be empowered stakeholders in their own healthcare.

Sources

1. Cover My Meds Patient Survey, 2020
2. 9.2 million workers likely lost their employer-provided health insurance in the past four weeks, Economic Policy Institute, 2020
3. Blain, F., Karpman, M., Kenney, G. M., & Sommers, B. D. (2018). Medicaid versus marketplace coverage for near-poor adults: effects on out-of-pocket spending and coverage. *Health Affairs*, 37(2), 299-307.
4. *Empty Stomachs: Where Are The Heart Attacks And Strokes?* NPR, 2020
5. Ardabili, M. E., Naserbakht, M., Bernstein, C., Alazmani-Nasrdeh, F., Hakimi, H., & Ranbar, H. (2020). Healthcare providers' experience of working during the COVID-19 pandemic: A qualitative study. *American journal of infection control*.
6. CoverMyMeds Pharmacist Survey 2020
7. Piette, J. D., Heisler, M., & Wagner, T. H. (2004). Cost-related medication underuse among chronically ill adults: the treatments people forgo, how often, and who is at risk. *American journal of public health*, 94(10), 1782-1787. <https://doi.org/10.2105/ajph.94.10.1782>
8. CoverMyMeds data on file, 2019

For More Information, Contact Alex@chroniccareca.org