
Rising Leaders Conference on Healthcare Policy

Sponsored by the Coalition for Healthcare Communication

**National Press Club, Washington
May 15-16, 2017**

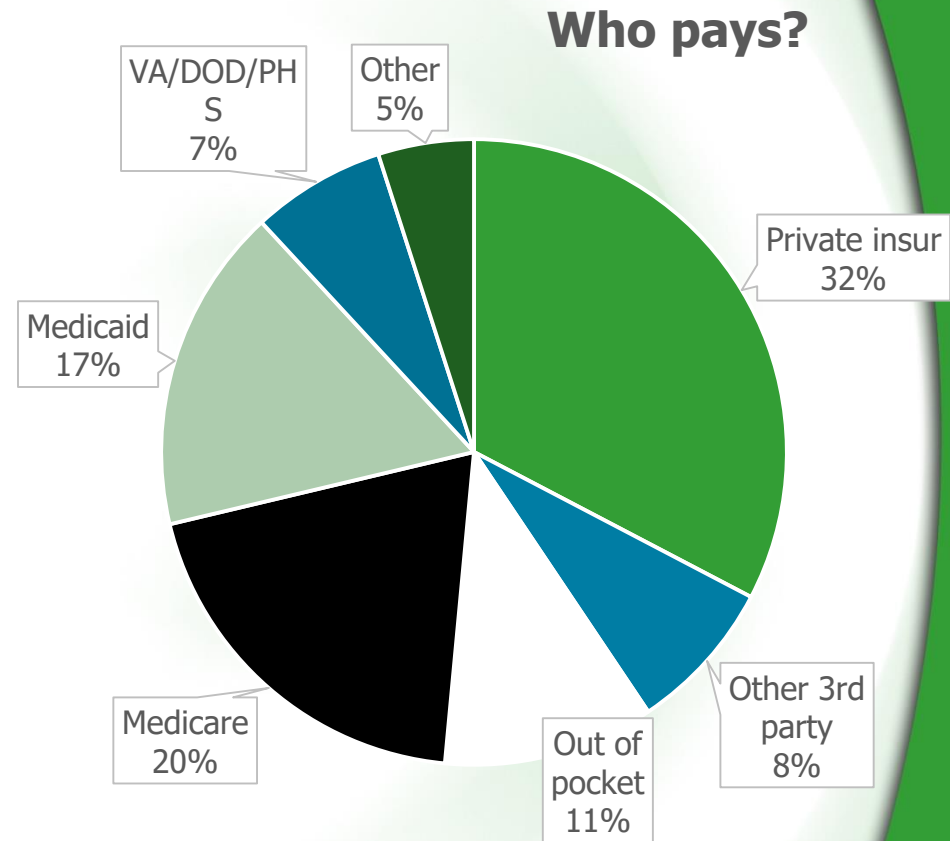
Jon Bigelow: Introduction and Context

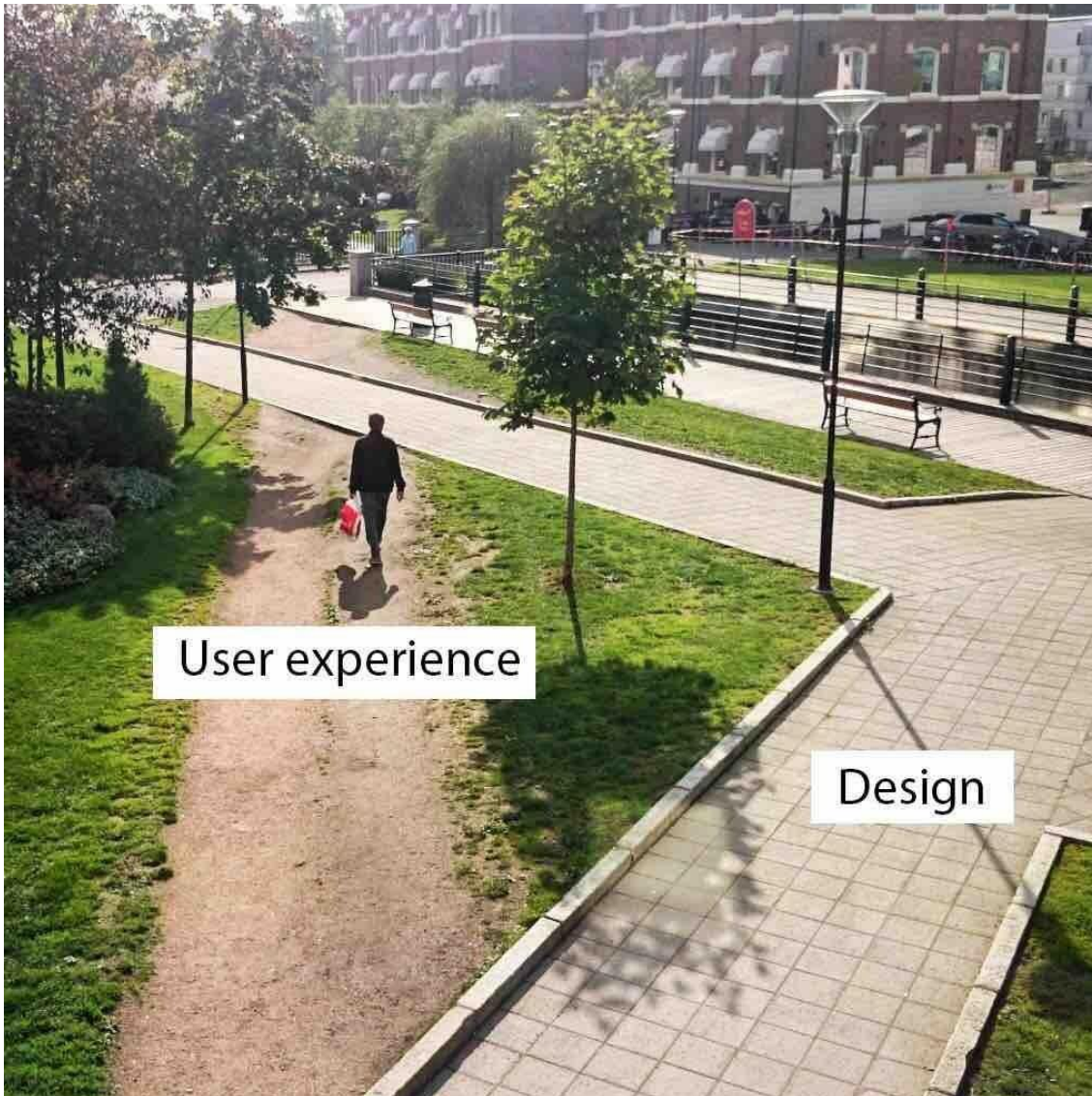
Who we are

- The healthcare communications field needs a voice at the table. That voice is the Coalition for Healthcare Communication.
- The Coalition promotes the free flow of accurate health information, to benefit society and individual patient care.
- Member companies include health advertising, medical communications, medical publishers, digital and online health information providers, public relations, medical societies

Not too long ago, we had a path forward...

- ACA in place
- Bend cost curve → accountable care
- Expanded access
- Minimum standards (pre-existing, preventive, mental health, etc.)
- Improved FDA procedures, funding
- System still based largely on private insurance





User experience

Design

2016 election campaign

- Furor over drug price increases
- Highly critical of pharma companies
- Heated arguments about Obamacare
 - Strengthen it
 - Repeal it
 - Single-payer system
- Politicize the science
 - Congress ratify FDA approval decisions?
 - Approve based on safety, let market determine efficacy?

And now?

- “The other thing we have to do is create new bidding procedures for the drug industry, they’re **getting away with murder!**”
 - 1/11/17 press conference

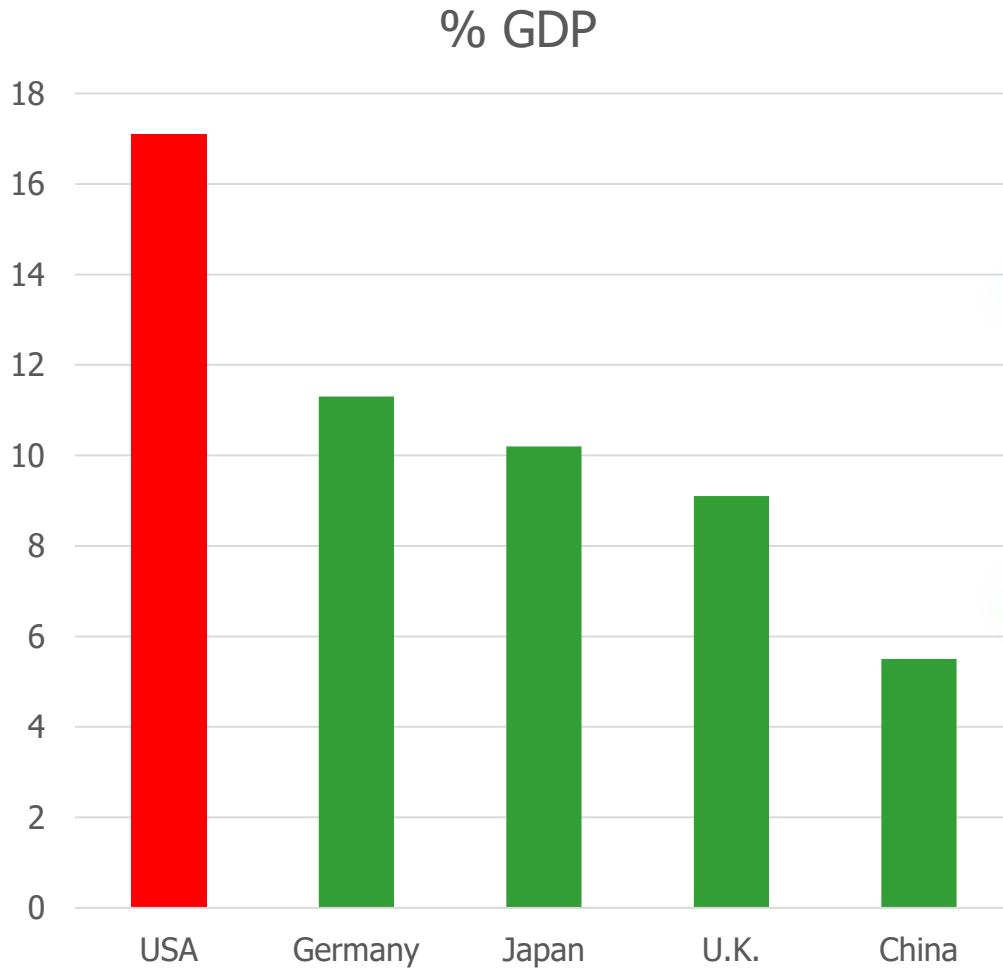


- “I’ll oppose anything that makes it harder for smaller, younger companies to take the risk of bringing their product to a vibrant competitive market. That includes **price-fixing by the biggest dog in the market, Medicare, which is what’s happening.**”
 - 1/31/17, after meeting with pharma CEOs

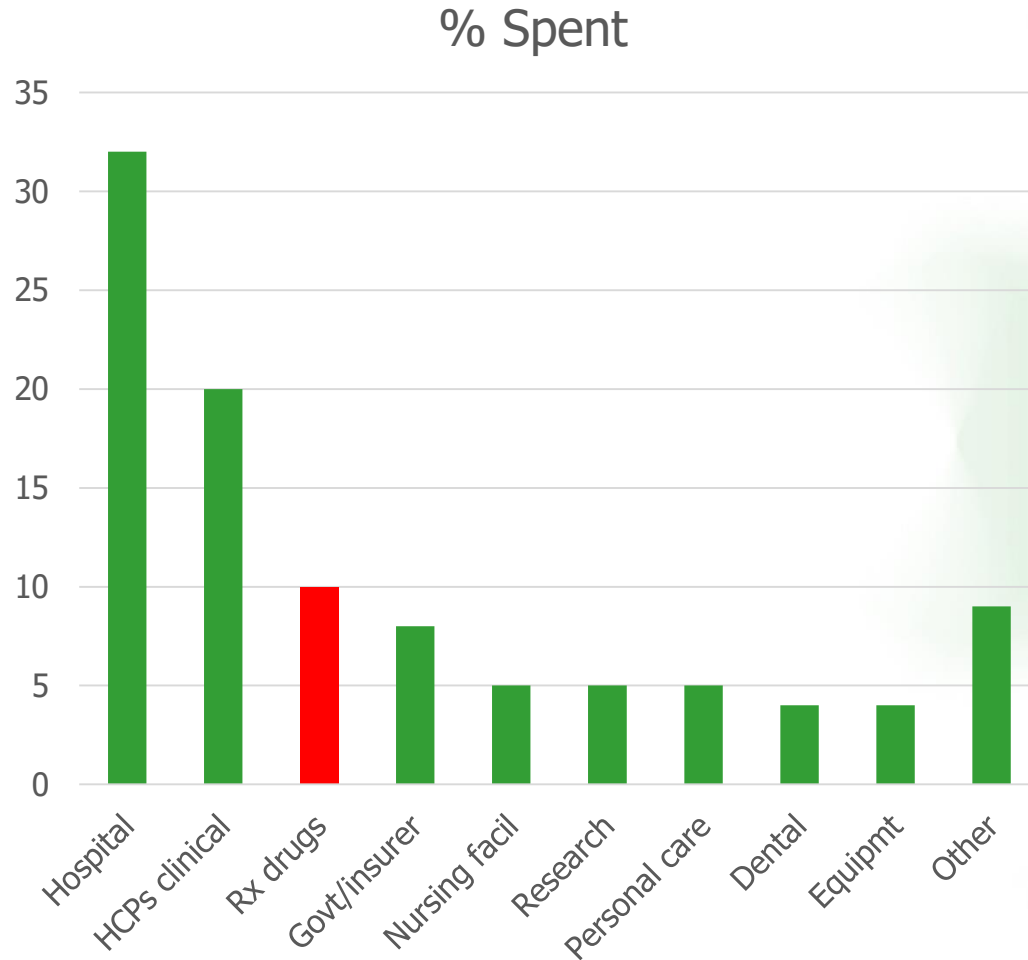
Incoming

- Job 1: Efforts to repeal and replace Affordable Care Act
 - To date, limited success—and not clearly a repeal in any case
- Job 2: Corporate tax reform
 - So far, only talking points
 - Contingent on ACA changes?
- At the FDA
 - Dr. Scott Gottlieb as Commissioner
 - 21st Century Cures added FDA funding—now President wants to cut budget
 - Streamline drug approval?
 - Kill 2 old regulations for every new one
 - PDUFA legislation by end September
- Administration distracted and disorganized
- Congress not in sync
- Public angry about health costs, skeptical of pharma motives

Our health spending, vs other leading nations



Where is our \$3.2 trillion health bill spent?

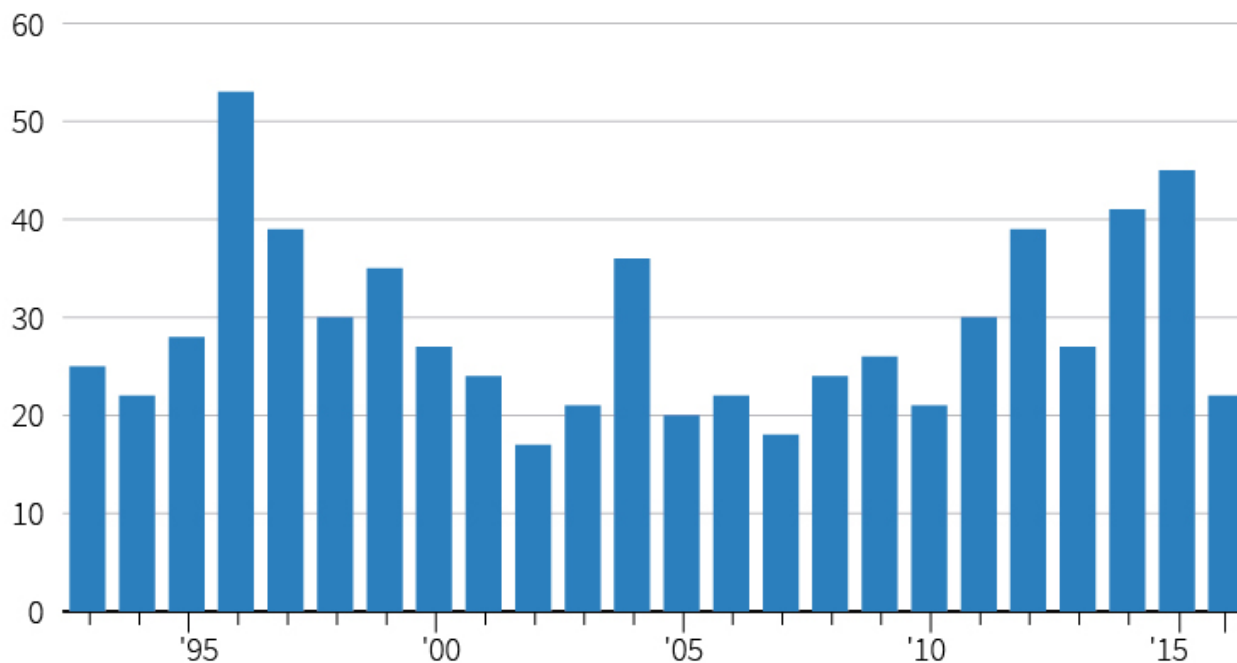


Innovative medicines

U.S. FDA drug approvals

The FDA approved 22 novel drugs in 2016.

NUMBER OF APPROVALS



Source: U.S. Food and Drug Administration.

Staff, 01/01/2017



Missing links?

- Health care has been major driver of job growth
- If 24 million lose insurance and face higher OOP costs, less consumer spending
- Warren Buffett: Rising health costs a bigger threat to American businesses than high corporate tax rates
 - “Medical costs are the tapeworm of American economic competitiveness”
- Role of social media
- Privacy, versus joined-up EHRs and big data
- Opioid epidemic
- Zika or other threats

The program

[Monday night: Keynote address by Dr. Califf]

- 9:40-10:25, Drug regulation in a Trump world

Coffee break

- 10:35-11:50, Panel: Clashing visions of the FDA
 - What to watch for in 2017-18
 - Changes in the drug approval process
 - OPDP and off-label regulation

Lunch setup

- 12:15, Luncheon keynote address: Sen. Chris Murphy
- 1:20-2:00, Administration, Congressional, judicial initiatives

Coffee break

- 2:10-3:00, Panel: How Washington issues matter to your career
- 3:00-3:25, Coalition priorities