

# A New Approach to DTC Television Advertising

America's biopharmaceutical research companies recognize it is time for meaningful changes to our health care system. Our industry is committed to working with others to put forth solutions that will benefit patients. One important way we can improve our health care system is by providing meaningful transparency to help patients make the most effective health care decisions for themselves and their families.

Today, PhRMA is announcing the industry's commitment to providing more transparency about the costs of medicine. Over the coming months, the industry will be taking the following actions to improve the health care system to the benefit of all patients.

## Making it Easier for Patients to Access Information About Medicine Costs

PhRMA member companies are taking a new approach to how they communicate about medicines in direct-to-consumer (DTC) television advertisements to make it easier for patients to access information about medicine costs. The Administration and Congress have called on our industry to provide cost information in DTC advertisements, and our members are voluntarily stepping up to the plate. Research shows patients want information and context about their costs and we are committed to providing patients with the transparency they want. PhRMA member companies' DTC television advertisements will soon direct patients to information about medicine costs, including the list price of the medicine, out-of-pocket costs and other context about the potential cost of the medicine and available financial assistance.

On October 2, the PhRMA Board of Directors adopted enhancements to PhRMA's voluntary DTC principles, [Guiding Principles on Direct-to-Consumer Advertisements About Prescription Medicines](#) (originally adopted in 2006). The DTC Principles have been expanded to include a new guiding principle stating:

*"All DTC television advertising that identifies a medicine by name should include direction as to where patients can find information about the cost of the medicine, such as a company-developed website, including the list price and average, estimated, or typical patient out-of-pocket costs, or other context about the potential cost of the medicine."*

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All current PhRMA members have voluntarily and independently committed to being signatories to the updated DTC Principles. The revised Principles become effective on April 15, 2019, but changes to PhRMA members' DTC television advertisements will begin in the coming months. Signatory companies' CEOs and chief compliance officers will certify on an annual basis that they have policies and procedures in place to foster compliance with the updated principles.

Comments from PhRMA Board members on their commitment to this new approach to DTC television advertising and new patient affordability platform [can be found here](#).

# New Platform to Provide Patients with Cost and Financial Assistance Information

Over the last decade, PhRMA member companies have shown their commitment to patients through the existing Partnership for Prescription Assistance (PPA) program, helping more than 10 million patients access their medications for free or nearly free. However, in today's changing health care landscape, PhRMA member companies want to do more.

*That is why the biopharmaceutical industry will also launch a new platform that will provide patients, caregivers and providers with cost and financial assistance information for brand-name medicines, as well as other patient support resources.*

To do this PhRMA will be partnering with consumer, patient, pharmacist and provider groups – including CancerCare, the National Alliance on Mental Illness, the National Consumers League, the National Community Pharmacists Association, the National Hispanic Council on Aging and the National Medical Association – to develop a new patient affordability platform that will launch in early 2019. The new site will include resources, such as:



Resources to help patients navigate their insurance coverage.



Information on how to access company-specific patient assistance and other forms of cost-sharing support, which isn't currently available on the PPA site



An enhanced search tool that will include medicine-specific public cost and affordability information, including the new information companies will direct patients to via their DTC TV advertisements

These two efforts reinforce the industry's longstanding commitment to creating a health care system that works better for patients. PhRMA members are taking a more proactive approach to offer pro-consumer solutions such as ensuring patients benefit from negotiated rebates at the pharmacy, improving predictability and affordability in Medicare Part D, supporting a limit on opioid prescriptions for acute pain to seven days, eliminating barriers to value-based contracts, supporting U.S. Food and Drug Administration (FDA) reforms to improve the generic approval process and modifying PhRMA's [membership criteria](#) to establish a minimum investment in research and development to be eligible for membership.