



## Colorado Consumer Health Initiative

February 19, 2019

Dear Representative,

Tomorrow afternoon, the House Health and Insurance committee is scheduled to hear HB19-1131, "Prescription Drug Cost Education." This bill requires pharmaceutical sales representatives to provide information regarding the wholesale acquisition cost (WAC) of the drug to health care prescribers, along with the FDA approved language for efficacy and safety, which is already required, when visiting health care professionals. HB19-1131 also requires the pharmaceutical sales representatives to include additional educational information regarding the WAC of other drugs in the same therapeutic class. The Colorado Consumer Health Initiative (CCHI) supports HB19-1131, and respectfully asks for a **"yes" vote**.

The cost of prescription drugs are increasingly unaffordable, leading more than 500,000 Coloradans to not fill their prescriptions in 2017<sup>1</sup>. Despite the availability of generic drug options, which are often more cost effective than their brand name counterparts, consumers aren't always offered the cheaper version. Name brand drugs are almost always more expensive, even when generics offer the same therapeutic benefits. In situations where there are generic medications available, the difference in price can be the difference between a patient remaining adherent to their treatment regimen or not. Remaining adherent to treatment is imperative to patients leading healthy, productive lives and avoiding additional health care costs. Requiring pharmaceutical sale representatives to supply the cost information for their drugs and the drugs in the same therapeutic class, will provide physicians with the complete range of information they need to make the best prescribing decisions for their patients.

HB19-1131 allows physicians to take cost information into consideration when writing prescriptions, which has a positive impact on consumers out-of-pocket spending and health system spending. For this reason, CCHI supports HB19-1131 and we respectfully urge a **"yes" vote**.

Sincerely,

A handwritten signature in cursive script that reads "Caitlin Westerson".

Caitlin Westerson  
Director of Legislative Affairs  
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<sup>1</sup> Colorado Health Access Survey, 2017.