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## **PhRMA Launches New Website to Provide Patients with Medicine Cost Information**

*New “Medicine Assistance Tool” Connects Patients to Websites Referenced in Company DTC TV Advertisements and Other Financial Assistance Programs*

**Washington, D.C. (May 9, 2019)** — Reinforcing the biopharmaceutical industry’s commitment to providing patients with more transparency about medicine costs, Pharmaceutical Research and Manufacturers of America (PhRMA) member companies today announced the launch of the [Medicine Assistance Tool, or MAT](#). The new platform provides patients with links to websites, referenced in company direct-to-consumer (DTC) television advertising, where information about the cost of the prescription medicine is available. MAT also helps patients find financial assistance programs.

“We’ve engaged in conversations with Americans across the country and know that patients and caregivers want more information and context about their medicine costs,” said Stephen J. Ubl, president and CEO of PhRMA. “We are eager to introduce MAT as it will make it easier for patients to access information about medicine costs as well as financial assistance available. This new platform is just one of several ways our members are working to ensure patients have the information they need to make more informed health care decisions.”

MAT is an online platform that complements PhRMA member companies’ new approach to DTC television advertising announced in October 2018. As part of this effort, the PhRMA board of directors adopted enhancements to its voluntary DTC principles to state that “[a]ll DTC television advertising that identifies a prescription medicine by name should include direction as to where patients can find information about the cost of a 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.” MAT provides patients, caregivers and providers with links to these new websites and includes a search engine to connect

patients with medicine-specific financial assistance programs. In addition, MAT has resources to help patients navigate their insurance coverage.

PhRMA partnered with consumer, patient, pharmacist and provider groups to develop MAT.

MAT expands upon the Partnership for Prescription Assistance (PPA), which has helped connect more than 10 million patients to public and private assistance programs over the last decade. Patients visiting PPARX.org will now be redirected to this more comprehensive resource.

These changes from the biopharmaceutical industry follow PhRMA's efforts last fall to speak directly with voters, patients, provider groups and other stakeholders to learn what information about medicine costs would be most helpful to them. Americans expressed their need for more information and transparency across health care, and a desire to know how much a medicine will actually cost them at the pharmacy counter and what help is available for affording their medicines. In fact, [polling](#) showed that Americans strongly support the approach voluntarily taken by PhRMA member companies, preferring it by a 3:1 margin (61 percent to 23 percent) to a proposal to include the list price of a medicine in DTC advertisements.

For more information, visit [MAT.org](#).

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### **About PhRMA**

The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the country's leading innovative biopharmaceutical research companies, which are devoted to discovering and developing medicines that enable patients to live longer, healthier, and more productive lives. Since 2000, PhRMA member companies have invested more than \$600 billion in the search for new treatments and cures, including an estimated \$71.4 billion in 2017 alone.

### **Connect with PhRMA**

For information on how innovative medicines save lives, please visit:

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

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

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

[www.Facebook.com/PhRMA](https://www.Facebook.com/PhRMA)

[www.Twitter.com/PhRMA](https://www.Twitter.com/PhRMA)