

# **RUNAWAY**

**AFFORDABLE PRICES FOR REAL CURES**



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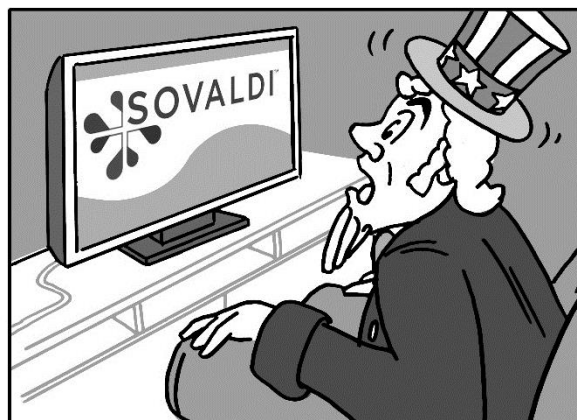
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## **RunawayRx Releases Second Illustration Series**

*Depicts the Outrageousness of Pharmaceutical Companies' Budget-Busting Drugs*

**Sacramento, CA** – Ever wonder why the cost for your prescription drug is so high? Turns out, you're not alone. The reality is pharmaceutical companies can charge whatever they want for their medications, with no transparency on how they set their prices. As drug companies continue to minimize, shrug off, and ignore the problem on how they are increasing prices for both old and new drugs, Runaway Rx seeks to shed more light on this alarming issue by releasing the [second in a series](#) of satirical illustrations, highlighting the absurdity of high-priced prescription drugs.

Using humor, the cartoons make strong statements about the impact of skyrocketing drug prices. As pharmaceutical companies continue to increase the prices for our nation's lifesaving drugs by more than 1,000 percent, these illustrations aim to shed light on the need for drug pricing transparency, affordability, and sustainability for our nation's health care system.



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**"...SIDE EFFECTS MAY INCLUDE BANKRUPTCY."**

Not only are sky high prices blowing holes in state and federal budgets, but these unsustainable prices run counter to efforts to make health care affordable and accessible.

Follow [@Runaway\\_Rx](#) on Twitter to see this week's illustrations and stay tuned for more.

To view the first series of illustrations, please click [here](#).

*The California Association of Health Plans' RunawayRx project sheds light on the acceleration of prescription drug pricing and how it impacts health care affordability, encouraging a route toward sustainable pricing. For more information, please visit [www.RunawayRx.org](http://www.RunawayRx.org) or follow us on Twitter at [@Runaway\\_Rx](#).*