

RUNAWAY

AFFORDABLE PRICES FOR REAL CURES



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RunawayRx Launches Illustration Series Showcasing the Absurdity of High-Priced Prescription Drugs

Ever get the feeling you're being laughed at, and not with? That's how patients, payers and providers across the country feel about pharmaceutical companies that are increasing prices for our nation's drugs by more than 1,000 percent. RunawayRx shines a light on this alarming trend by releasing the first in a series of satirical illustrations. The cartoons depict the outrageousness of pharmaceutical companies' budget-busting drugs, the black box nature of their pricing practices, and the societal impacts of exorbitant price tags on life-saving drugs.

Through humor, we are making a serious statement about the unsustainable trajectory of escalating drug prices and the mystery surrounding current pricing strategies.

Not only are sky high prices blowing holes in state and federal budgets, but taxpayers, employers and families are on the hook for the cost of these medicines.



"WE'LL PERFORM AN AUTOPSY, BUT I'M PRETTY SURE IT WAS IRONY THAT KILLED HIM."

Follow @Runaway_Rx on Twitter to see this week's illustrations and stay tuned for more.

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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 or follow us on Twitter at @Runaway_Rx.