



RunawayRx, a project of the California Association of Health Plans, highlights noteworthy articles and information on the acceleration of prescription drug pricing.

As impacts of rising Rx costs continue to ripple across the nation, a coalition of businesses, consumer advocates, hospitals and more have come together to address the problem and propose solutions. [The Washington Post](#) reports on proposals released by The Campaign for Sustainable Rx Pricing aimed at reining in runaway Rx prices.

Hospitals, insurers, seniors demand action to lower prescription-drug costs

The Washington Post

Laurie McGinley | April 25, 2016

“A broad coalition including health-care providers, insurers and seniors will propose major changes Monday designed to rein in prescription-drug costs, including a shorter exclusivity period for biotech medications and a requirement that manufacturers disclose more information about pricing.

“The Campaign for Sustainable Rx Pricing, whose members include AARP, Walmart and several health plans, is trying to stoke interest in the fall elections with an eye toward winning policy changes in 2017. Many of the proposals would require congressional or administrative action and have little chance this year...

“To promote competition, the coalition is calling for a reduction in the 12-year exclusivity period for biological drugs and is pressing for more resources for the Food and Drug Administration to allow quicker processing of generic-drug applications. Currently, the agency faces a backlog of thousands of such applications.

“[John] Rother described the initiatives as ‘market-based’ and said they would lead to ‘a functioning market that would better balance innovation with affordability.’”

“In some ways, the proposals are fairly cautious, reflecting reluctance by some members of the coalition to push for more-aggressive government intervention...

“Larry Levitt, senior vice president at the Kaiser Family Foundation, disputed the view that few consumers are affected by high drug prices.

“He said that while drug prices probably won’t become a ‘top-tier’ campaign issue, the topic resonates with many voters. And partly because of highly publicized price increases for some older products, he said, drug companies ‘are more vulnerable than they have been in a while.’”

Read more at <http://wapo.st/21c2iKM>.

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](https://twitter.com/Runaway_Rx).