



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

[NBC News](#) and several other news outlets reported on an unexpected and unwelcome Back to School surprise. Prices for life-saving EpiPens, critical to so many school children, have spiked over 400 percent. Because pharmaceutical prices are set in a black box, it is puzzling why the price for a drug that has been around for decades warrants such a significant increase.

EpiPen Price Hike Has Parents of Kids With Allergies Scrambling Ahead of School Year

By Ben Popken | August 17, 2016



"The cost of saving your child's life has gotten a lot more expensive..."

"Doctors and patients say the Mylan pharmaceutical company has jacked up the prices for an EpiPen — the portable device that can stop a potentially life-threatening allergic reaction — from around \$100 in 2008 to \$500 and up today.

"That's a hike of over 400 percent.

"When epinephrine only costs a few cents, but they're going up to \$500, personally I don't think that's ethically responsible."

**—Dr. Douglas McMahon
Allergy Specialist**

"Following a recall by Mylan's chief competitor last year, the company now enjoys a near monopoly.

"Because of aggressive marketing and branding campaigns, and lobbying for legislation that requires the product to be stocked in schools, they have a brand dominance equal to that of Kleenex, doctors say..."

"And because they have a stated expiration date of one year, parents refill them annually..."

Read more at <http://www.nbcnews.com/business/economy/epipen-price-hike-has-parents-kids-allergies-scrambling-ahead-school-n633071>.

Acting Administrator for the Centers for Medicaid & Medicare Services also weighed in, [tweeting](#):

Members of the U.S. Senate Judiciary Committee are calling for an [investigation](#).



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We can make drug inflation more transparent & address unchecked increases without damaging innovation.

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](#).