



## Current Schedule of June Screenings/Richard Master Speaking Events of [Big Pharma: Market Failure](#)

**What:** Multi city tour Featuring Richard Master, CEO of MCS Industries and producer of the powerful new health reform documentary [Big Pharma: Market Failure \(click for trailer\)](#)

**When:** June 7-10 (see currently scheduled events below)

**Where:** Salem Public Screening, Portland Invitational Screening, State Capitol Legislators and Staff Screening, Portland Public Screening, Corvallis Public Screenings

**Who:** Richard Master, CEO of Pennsylvania based MCS Industries and producer of [Big Pharma: Market Failure](#) spokespersons for Oregonians for Affordable Drug Prices Now, HCAO, PNHP, MSAO, business leaders, elected officials and health care professionals.

**Sponsors:** [Health Care for All-Oregon](#), [Main Street Alliance of Oregon](#), [Business Leaders Transforming Healthcare](#), [American Sustainable Business Council](#), [Physicians for a National Health Program- Oregon](#), [Oregonians for Affordable Drug Prices Now](#) and other local sponsors (see below).

**Contact for schedule or detail updates:** Lee Mercer, 831-818-5247, [mobilization@hcao.org](mailto:mobilization@hcao.org)

Screenings of the film [Big Pharma: Market Failure](#) and discussions with Richard Master are scheduled at multiple venues. Media is welcome at all these events.

This 51-minute documentary (a shorter version will be shown at some venues) was a year in the making, with interviews of many nationwide advocates for health reform, including business owners, health policy experts, economists and healthcare providers. (See Background below)

Following the video at each venue there will be time for questions and discussion with Richard Master, film producer and CEO of MCS Industries and an update on Oregon's health care reform efforts presented by representatives of the sponsoring organizations, including information on current Oregon state legislation aimed at controlling pharmaceutical costs.

**June 7**, Richard Master media availability, Salem, late morning and early afternoon

6:30 to 8:30 pm, [Big Pharma: Market Failure](#) screening and talk, Loucks Auditorium, Salem Library, 585 Liberty St SE, Salem, Admission-Free (doors open at 6 pm), additional local sponsor, [Salem Progressive Film Series](#) and [League of Women Voters of Marion and Polk Counties](#).

**June 8**, Richard Master media availability, afternoon, Portland

6:00-8:00 pm, Invitational screening of [Big Pharma: Market Failure](#), discussion with Richard Master, business leaders, elected officials and healthcare professionals, Holladay Park Plaza Penthouse, 1300 NE 16<sup>th</sup> Ave, Portland, media welcome, Admission- By invitation

**June 9**, Richard Master, media availability, Oregon State Capitol, morning and mid-afternoon.

Noon- 1:00 pm, Invitational screening of short-version of [\*\*Big Pharma: Market Failure\*\*](#), discussion with legislators, staff and healthcare legislation stakeholders, sponsored by [Oregonians for Affordable Drug Prices Now](#). Discussion of HB 2387, pharmaceutical cost control bill with Richard Master and Rep. Rob Nosse and Sen. Elizabeth Steiner Hayward invited to speak. Admission: By invitation

7:00-9:00 pm, Public screening of [\*\*Big Pharma: Market Failure\*\*](#), 1<sup>st</sup> Unitarian Church of Portland, SW 12<sup>th</sup> and Salmon St., Portland, Admission donation \$5-20 (nobody turned away for lack of funds), local sponsors [Alliance for Democracy](#), [Economic Justice Action Group](#), [KBOO Radio](#)

**June 10**, 10:15-11:15 am Discussion with Richard Master and Representative Rob Nosse **on [\*\*Big Pharma: Market Failure\*\*](#)** and Oregon legislation to control drug costs. Health Care for All Oregon Statewide Membership Meeting, Unitarian Universalist Congregation of Salem, 5090 Center St Ne, Salem, Admission: [Register for HCAO Statewide Membership Meeting, 9:30 am to 4 pm.](#)

7:00 pm and 8:pm, Public screenings of [\*\*Big Pharma: Market Failure\*\*](#), Darkside Cinema, 215 SW 4<sup>th</sup> St., Corvallis, Admission- Free, donations accepted, local sponsor [Mid Valley Health Care Advocates](#).

### **Background:**

Richard Master is CEO of MCS Industries, a mid-sized American company. Last year, his company spent over half million dollars on prescription drugs for his employees. That amount doesn't include chemo or infusion drugs administered in a doctor's office or hospital. Sometimes the annual cost of one drug can be more than double the salary of a single employee. Every year Master's company is more vulnerable to massive drug costs as the pace of high priced specialty drugs entering the market increases. This has a direct impact on his bottom line and limits his company's competitiveness.



As a business leader, Master is a problem solver. He decided to dig deep into the problem of out-of-control drug costs. He wanted to investigate why the U.S. spends twice as much as other advanced industrialized countries. He wanted to find out what businesses can do to potentially solve a problem that threatens the health and fitness of all Americans and the U.S. economy and is a concern to his company and its employees.

Master pulled together a team of documentary filmmakers and researchers to go beyond the mainstream media headlines and connect the dots. His team interviewed top experts and doctors to find answers to key questions. How much do pharma companies really spend on research and development of truly innovative drugs and what is R&D's impact on price? Why do American consumers pay higher prices when the U.S. has the largest combined marketplace demand in the world? Do "free market" principles work in this marketplace and help control prices? Do the normal rules of business apply to the pharma industry? How do TV ads impact consumers and doctors? He wanted answers to essential questions.

Ultimately, he wanted a solution that made business sense for his company and health sense for his employees. [\*\*Big Pharma: Market Failure\*\*](#) is a documentary that looks at the facts and makes an effective business case for realizable change. It is a compelling drama that reveals the truth of pharma cost and what we can do about it.