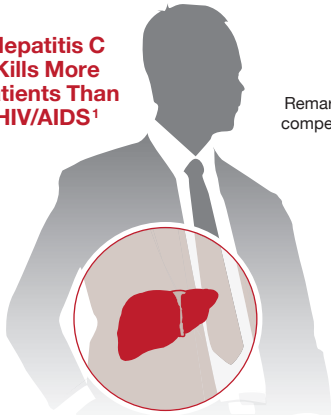


Rx Competition Creates Lower Drug Prices

Hepatitis C
Kills More
Patients Than
HIV/AIDS¹

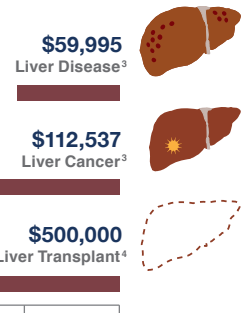


NEW HEPATITIS C (HCV) TREATMENT

Remarkable new HCV treatments have dramatically improved the prospect for cures. Multiple products produce competition that drives down costs. Payers and Pharmacy Benefit Managers (PBMs) negotiate prices even lower.

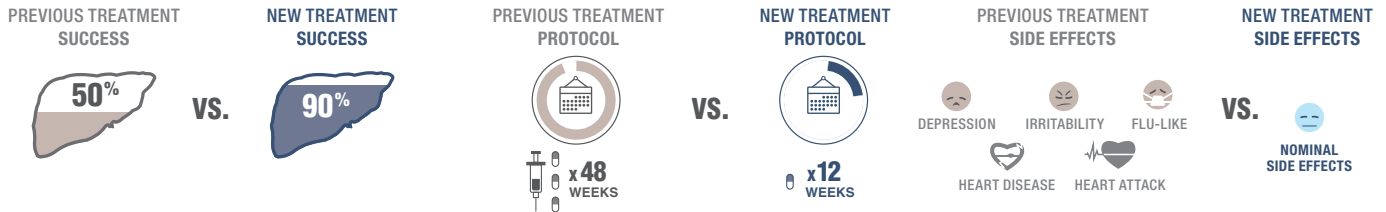
For Example, Without Effective Treatment

HCV can lead to very serious complications that may require advanced and costly medical care. It is the leading cause of **liver transplants** and the primary driver of the increased prevalence of **liver cancer**.²



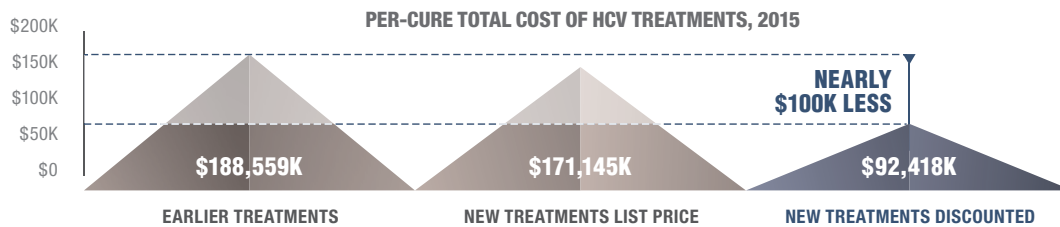
NEW TREATMENTS IMPROVE EFFECTIVENESS

Previous treatments were limited in their success and had multiple side effects.^{5,6,7} New treatments are actually curing HCV at lower cost and with fewer side effects.^{8,9,10}



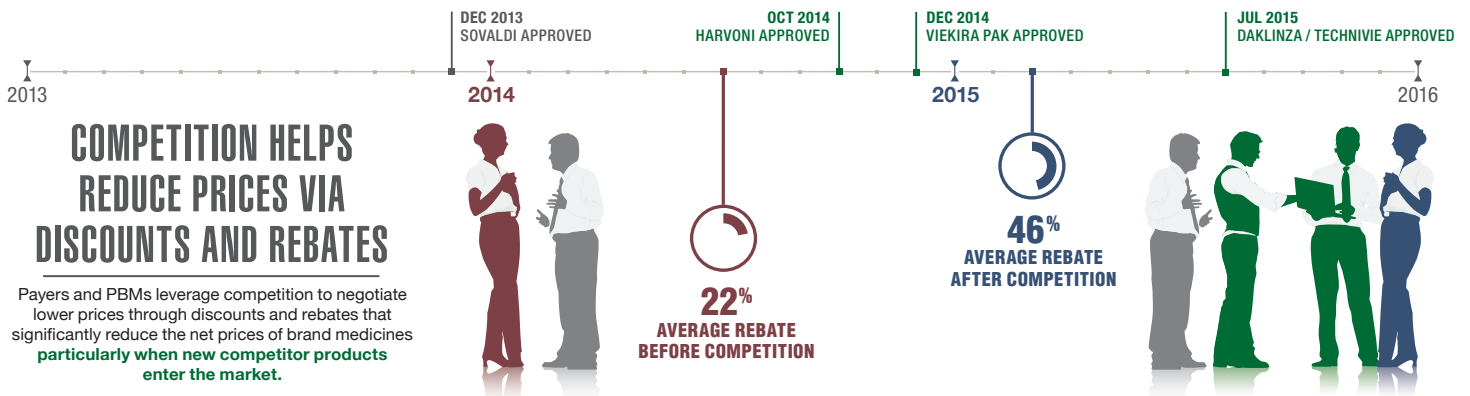
TOTAL PER-CURE COSTS FALL WITH NEW TREATMENTS

The total per-cure cost of new HCV treatments are **nearly \$100,000 cheaper** than earlier treatments, driven by significant improvements in effectiveness.^{16,17}



TIMELINE OF AVERAGE DISCOUNT REBATES FOR HCV TREATMENTS

As market competition increased in 2015, PBMs obtained **nearly half-price discounts** for new HCV treatments, with average rebates increasing from about **22 percent in 2014** to **46 percent in 2015**.^{11,12,13,14,15}



DRUG PRICING REFORMS SHOULD NOT INHIBIT MARKET-DRIVEN COMPETITION



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