




LEGISLATURE

Amid rising drug costs nationally, one state senator takes on diabetes in Nevada

By  Megan Messerly
April 30th, 2017 - 2:30am

PHARMACEUTICAL TRANSPARENCY IN NV

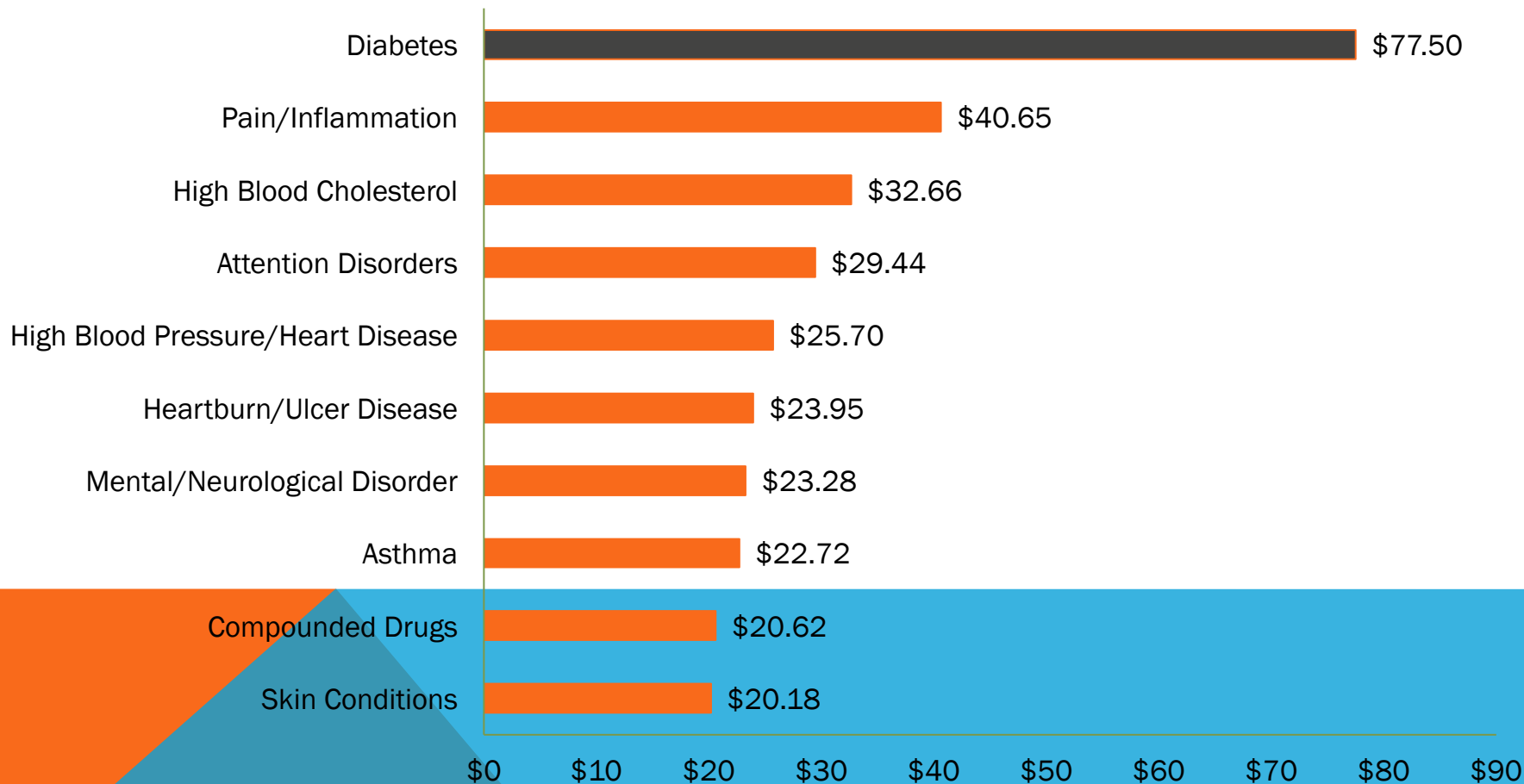
BOBBETTE BOND, MPH
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Why Diabetes?

- **Breakthrough Needed**
- **Perfect Storm**

DIABETES MEDICINES TOPPED TRADITIONAL DRUG SPENDING IN 2015, AND WERE NEARLY DOUBLE THE SECOND LEADING CATEGORY

Express Scripts per-member-per-year spending on top 10 traditional therapy class drugs, 2015



Source: Express Scripts 2015 Drug Trend Report. Available at <http://lab.express-scripts.com/lab/drug-trend-report>

19 seconds

12%

38.5%

\$2.4 Billion

HISTORY OF INSULIN

Insulin has
been around a
long time

1922 Eli Lilly
makes/sells
first purified
animal insulin

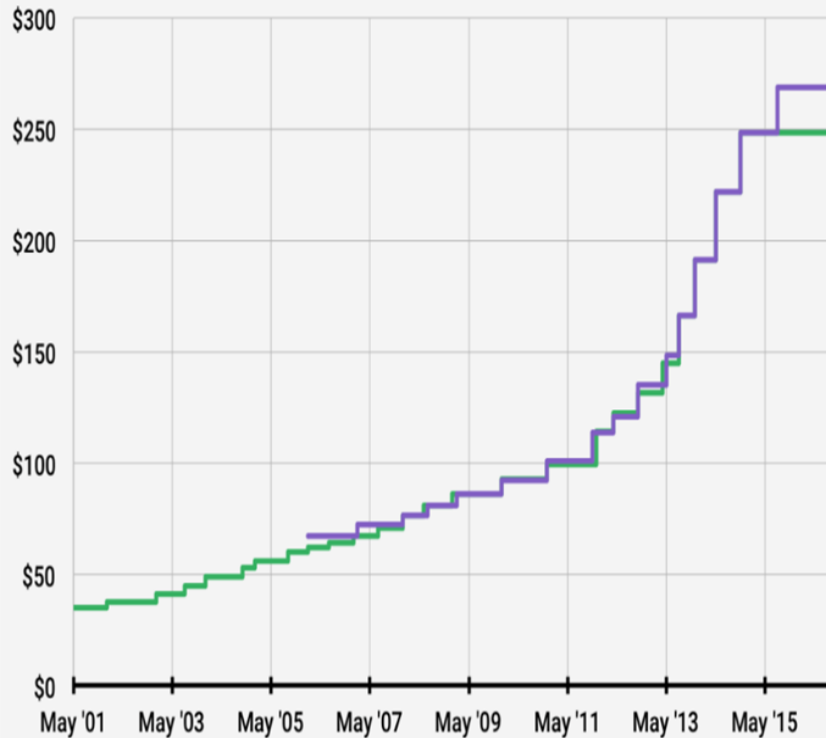
1950 Novo
Nordisk
develops
NPH, first
intermediate
acting insulin

1982 Eli Lilly
makes
Humulin, first
human
insulin

1996 Eli Lilly
makes
Humalog, first
analogue
insulin

RISING INSULIN PRICES

Lantus Levemir

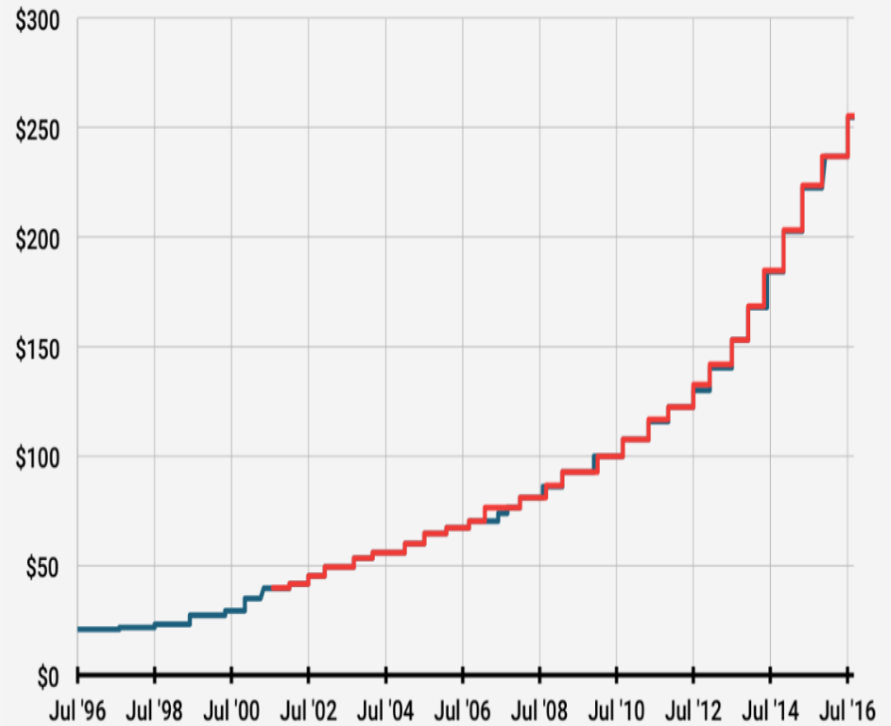


SOURCE: Truven Health Analytics

BUSINESS INSIDER

RISING INSULIN PRICES

Humalog Novolog



SOURCE: Truven Health Analytics

BUSINESS INSIDER

In most industries, competition drives prices down, however, with insulin when one company raises the price others follow quickly.

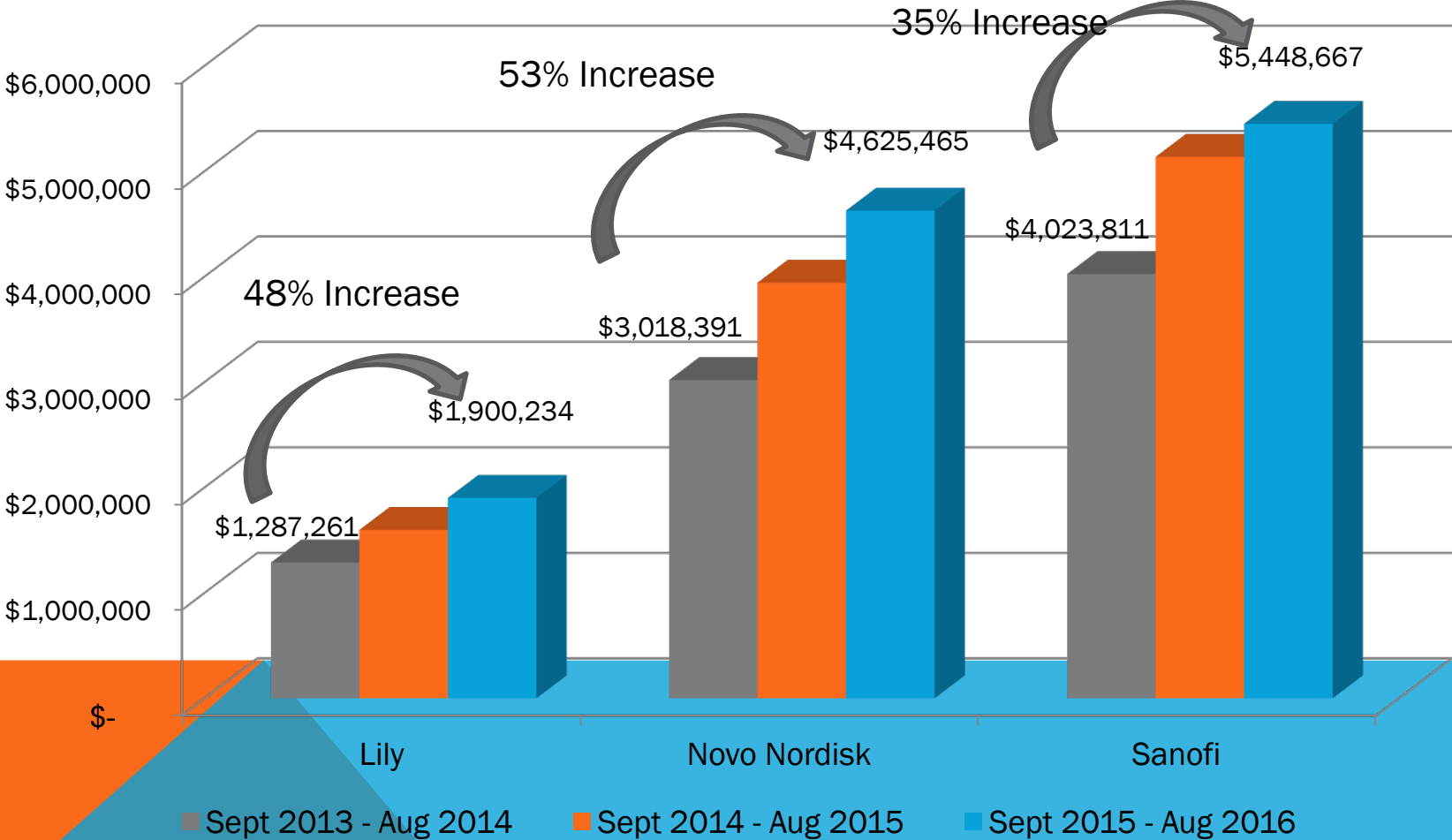
<http://www.businessinsider.com/insulin-prices-increase-2016-9>. Accessed 3/20/17

**JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION
(JAMA) STUDY :
INSULIN PRICES HAVE TRIPLED FROM 2002 TO 2013**


**The cost of insulin tripled from \$231 to
\$736 a year per patient.**

JAMA. 2016;315(13):1400-1402. doi:10.1001/jama.2016.0126


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CAMPAIGN TOOLS

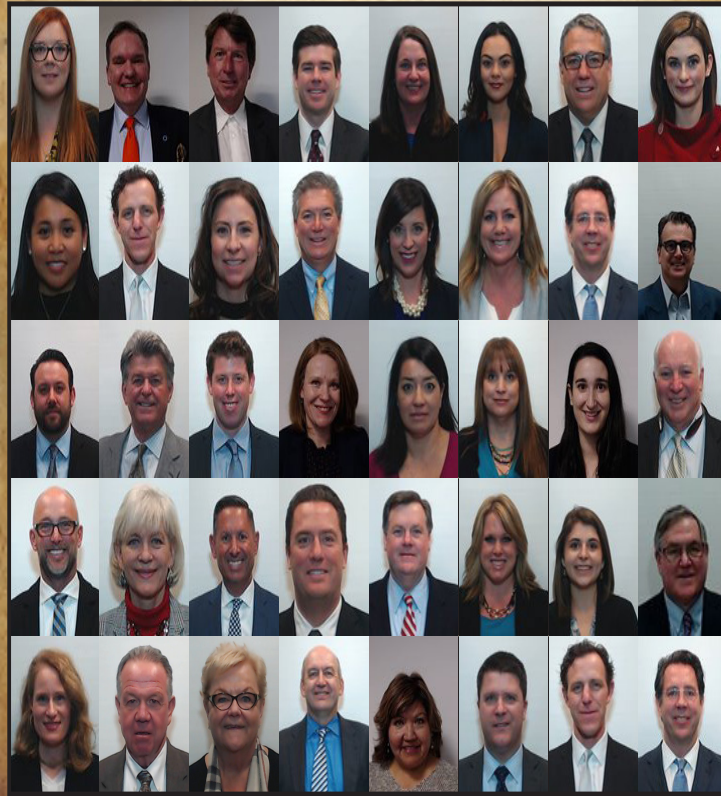
- Politics: Cancela
 - Polling
 - Patient testimony: Lobby day, online video
 - Media - reporting
 - Nevada Political Diabetes Coalition
 - Ground Game
 - Rapid Response/Social Media offense
- 

PHRMA FIGHTS BACK

- 70+ lobbyists
 - Fingerprinting –
 - Distraction: PBMs
 - Endless communications money
 - Surrogates
 - **Legal attack**
 - Bribes
 - Threats
- 

WANTED

PHARMA BROS IN CARSON CITY



THE GROUND GAME

**Over
20,000**

Door Hangers
across Las
Vegas and
Reno



**Over
21,000**

Mailings to
Voters across
Nevada

**Over
4,500**

Calls from Hotel
Workers to Legislators
and Governor


**Over
400,000**

Video Views on
Social Media

**Over
800**

Pledges from
Engaged Voters to
Call Their
Representatives
and Governor

END GAME

- **Law Passes**
 - **Republican Governor vetoes**
 - **2 days left in Session**
 - **Resurrection**
- 

Nevada forces drugmakers to reveal insulin pricing, profits



FINAL BILL – SB539

ALL OF SB539 *MINUS* PBM LICENSING + ALL OF SB265 *MINUS* 90 DAY NOTIFICATION

DIABETES DRUG TRANSPARENCY

- List of essential diabetes drugs
- Manufacturer reporting price
- PBM disclosure of rebates
- Manufacturer justification of price increases over Medical CPI


OVERALL TRANSPARENCY

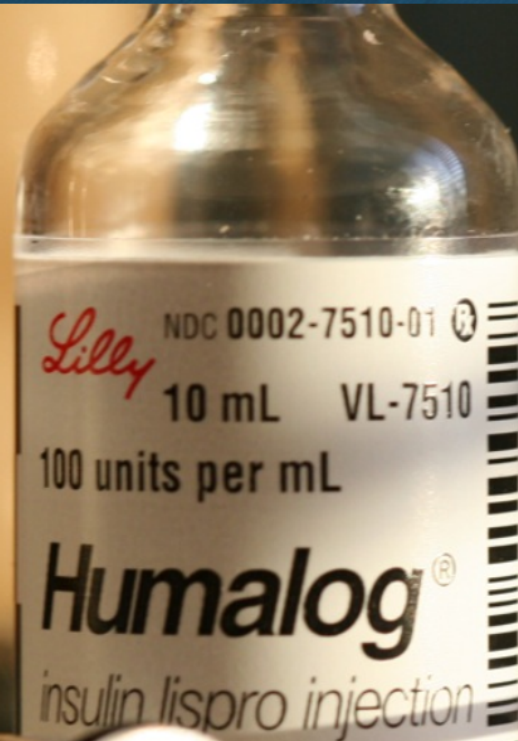
- Pharma Rep Registration/report
- Eliminates Pharmacy gag order
- PHRMA funding reporting
- Self-medicating in schools

RESPONSE

- **Lawsuit**


NEXT STEPS:

- **Amicus Briefs Needed - support transparency**
 - **Test PHRMA arguments/ iterate**
 - **Other States: Accountability**
 - **Implement Law**
 - **Expand Law**
- 



GOVERNMENT

State moves ahead with pharmaceutical transparency law implementation, releases list of 'essential diabetes drugs'

By  Megan Messerly

November 2nd, 2017 - 2:00am