

# 4 THINGS PHARMA BRANDS SHOULD KNOW ABOUT THE COST OF RX

# #1

## 2 in 5 Patients

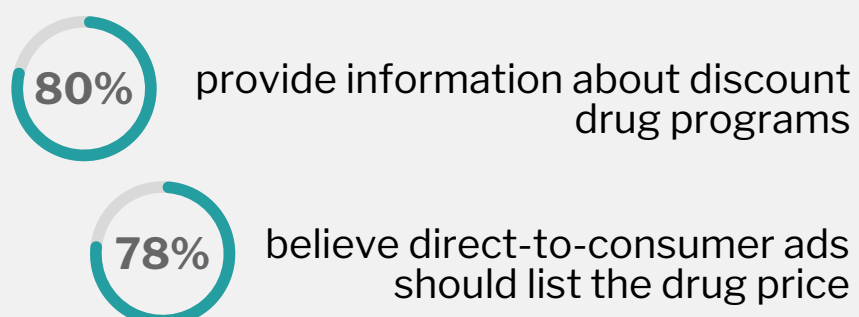
feel that the high cost of healthcare prevents them from being as healthy as they'd like.



# #2

## Physicians are Concerned

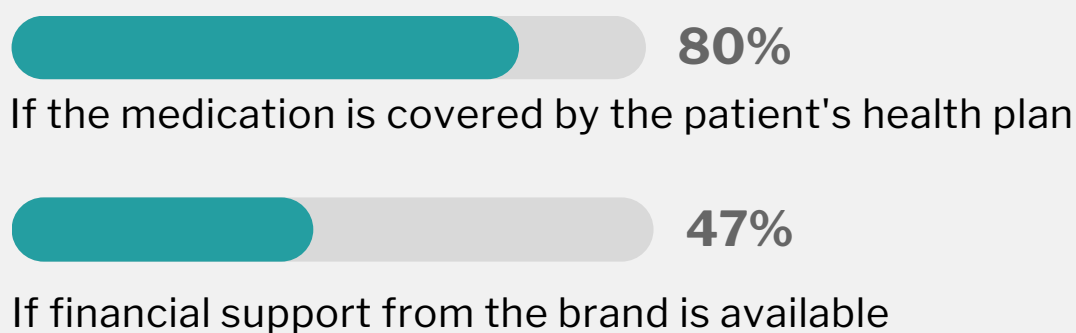
and are taking steps to ensure potential treatments aren't a financial burden to their patients.



# #3

## When a New Rx is Available

HCPs first consider the following before prescribing:

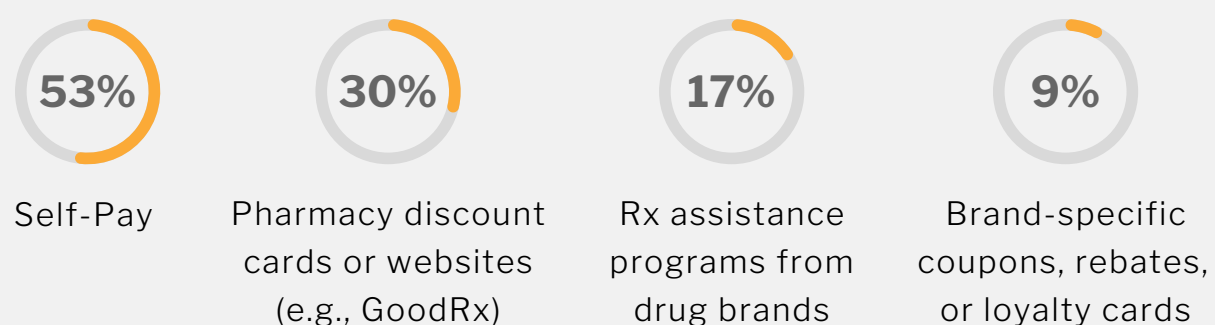


# #4

## 35 Million Rx Users

don't have their prescriptions covered by health insurance, a separate drug plan, or Medicare Part D.

Still, few are taking advantage of cost-saving programs:



**Pharma outreach could help more patients take advantage of Rx assistance programs.**

To better understand patients, caregivers, healthcare professionals, and the channels to best reach them, contact [healthmedia@M3-MI.com](mailto:healthmedia@M3-MI.com).