

**Drug companies ~~don't~~
want you to know the
price of your medicine.**

And how they can
help you afford it.

PhRMA member companies are rewriting the story on medicine costs. And that starts with greater transparency.

Soon, TV commercials for our medicines will direct you to information such as the price of the medicine, potential out-of-pocket costs for patients with insurance and company-sponsored assistance programs.

This is a first step. In the coming months our members will do even more. We are working with patients, consumer groups, doctors, nurses and pharmacists to connect you to more of the information you need in a new online affordability and assistance platform, to help you make smart decisions about your health care.

It's our mission to find lifesaving treatments. It's our responsibility to help patients access them.