

# Vote Yes on Prop 79

Cheaper Drugs More Californians Can Count On



## The Truth Behind PhRMA's Latest False, Misleading Ad Ad: "Decision"

PhRMA Ad Script	The Facts
California voters have an important medical decision to make.	<p>Drug companies have been forcing many Californians into an important medical decision every day: whether they should skip a pill or forgo filling a prescription because it is too expensive. [<i>Los Angeles Times</i>, 9/20/04]</p> <p>Nearly a third of prescriptions written go unfilled. The leading reason is the costs, set by the drug companies. [<i>Angell</i>, 2004]</p>
Prop 78 provides direct discounts on prescription medicine – and leaves medical decisions to doctors – which is why Prop 78 is supported by physicians, patient groups and pharmaceutical research companies.	<p>Prop. 79 provides higher discounts than Prop. 78. Prop. 78 will provide unknown discounts that could be from 15-40% while Prop. 79 could provide discounts of 50% or more. [<i>Legislative Analyst's Office</i>, 2/23/05; 3/15/05]</p> <p>Prop. 79's discounts are also direct to consumer and it also leaves medical decisions to doctors. [<i>Prop. 79</i>]</p> <p>Prop. 79 is supported by the California Physicians Alliance, and patient groups like Breast Cancer Action and AIDS Healthcare Foundation, which all oppose Prop. 78. [<i>Prop. 79</i>]</p>
Prop 79 creates a big new government program that lets bureaucrats decide what medications are covered.  See for yourself...	<p>Prop. 79 uses the same approach as the Medi-Cal drug program which has been in place for a decade. It includes numerous protections for the working families, seniors and people with disabilities who depend on Medi-Cal. [<a href="http://www.dhs.ca.gov">www.dhs.ca.gov</a>]</p> <p>Prop. 79 and Prop. 78 would require the same minimal level of set-up to create a prescription drug discount card – but Prop. 78 does not allow California to use its purchasing power to leverage the best possible discounts. [<i>Legislative Analyst's Office</i>, 2/23/05; 3/15/05]</p>
Prop 79 is the wrong prescription for California.  For real help, right now...it's Prop 78.	<p>Who will the defeat of Prop 79 help? Let's ask Jan Faiks, a vice president of PhRMA:</p> <p>"We take [Prop 79] as such a serious threat to the health and welfare of the pharmaceutical industry that we have to make a stand here.... It's a very bad precedent. You're the leader in the country, and there are 26 states that allow ballot initiatives." [<i>Los Angeles Times</i>, 3/28/05]</p>

**Vote Yes on Proposition 79**

[www.VoteYesOnProp79.com](http://www.VoteYesOnProp79.com)

Paid for by Yes on 79, a coalition of consumer, senior, labor and health organizations and Consumers Union of U.S., Inc