

# Vote Yes on Prop 79

Cheaper Drugs More Californians Can Count On



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

Ad: "Balloon"

PhRMA Ad Script "Balloon"	The Facts
<p>Narrator: When California faces a growing budget crisis, the prescription drug initiative Proposition 79 could make the deficit even bigger.</p>	<p><b>Prop 79 will save taxpayers money.</b></p> <p>Prop 79 allows the state of California to negotiate for the best possible price for the state, as well as for its citizens.</p> <p><u>The head of Medi-Cal has a legal obligation to get the best deal possible for the Medi-Cal program: Prop, 79 does not change that.</u> By allowing the state officials to negotiate on behalf of millions more Californians, the officials will have more purchasing power, not less.</p> <p><b>Prop. 79 builds on a program that has saved taxpayers billions of dollars over the last decade, and about \$540 million in this fiscal year alone.</b> [Statement by Sandra Shewry, Director, California Department of Health Services in "Close-Up on California: A Look at the Medi-Cal Program," The Commonwealth Fund, October 2005, available at <a href="http://www.cmwf.org/publications/publications_show.htm?doc_id=302696">http://www.cmwf.org/publications/publications_show.htm?doc_id=302696</a>]</p> <p>The LAO also suggest that there is "potential savings for state and county health programs," since Californians who can obtain affordable drugs are less likely to rely on public programs and less likely to crowd our emergency rooms. Since Prop 79 provides cheaper drugs for twice as many Californians, these savings would be twice as much as under Prop 78.</p>
<p>Prop. 79 expands the bureaucracy in Sacramento, which means more government spending that could cost the state hundreds of millions of dollars.</p>	<p><b>The LAO finds the direct costs of both Prop 78 and Prop 79 to be the same, in the low tens of millions of dollars,</b> for the administration of the drug discount card.</p> <p><b>OC Register Ad Watch:</b> <u>"Both propositions would create multimillion-dollar state government programs,</u> consolidating the program's drug purchases and require discounts from drug companies. <u>The difference is that Proposition 78 would achieve the discounts through a new, independent state program,</u> while Proposition 79's program would achieve discounts by piggybacking on the state's existing Medi-Cal program." [Orange County Register, 8/17/05]</p> <p><b>Prop. 78 creates a new bureaucracy:</b> Prop. 79 builds on an existing program.</p>
<p>Can California taxpayers afford even bigger budget deficits? The answer is no. No on 79. Check it out and see for yourself. Prop. 79 is the wrong prescription for California.</p>	<p><b>California can't afford to not negotiate for the best possible price.</b></p> <p>Without Prop 79, Californians will continue to pay more for prescription drugs than anybody else in the entire world.</p> <p>The savings for Californians comes from negotiating with the drug companies, not from taxpayers. <b>No wonder the drug companies oppose Prop. 79.</b></p>

**Vote Yes on Proposition 79**

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

**Yes on 79 & No on 78, a coalition of consumer organizations for affordable prescription drugs. Major funding by Consumers Union of U.S., Inc. and the Alliance for a Better California Committee, educators, firefighters, school employees, health care givers and labor organizations.**