

Vote Yes on Prop 79

Cheaper Drugs More Californians Can Count On



The Truth Behind PhRMA's Latest False, Misleading Ad Ad: "You Decide"

PhRMA Ad Script "You Decide"	The Facts
<p>Narrator: This is a doctor. With Proposition 78, every drug he prescribes is eligible for a direct discount of up to 40% for millions of Californians.</p>	<p>Under Prop 78, doctors don't decide, drug companies do.</p> <p>Since Prop 78 has no enforcement, the drug companies decide which drugs are discounted, which drugs are excluded, what the discount is, and even if they participate at all. If the drug companies don't participate, the program ends.</p>
<p>This is a bureaucrat. With Prop. 79, bureaucrats in Sacramento could deny patients access to medicine their doctor prescribes.</p>	<p>Nobody with the discount card under Prop 79 could have their access denied by anybody. The state of California</p> <p>The ad is referring to the "prior authorization" system in Medi-Cal, that already exists, and that would continue to exist under Prop 78, Prop 79, or if both measures fail. Prop 79 does not change that process.</p>
<p>With 78, doctors decide. With 79, bureaucrats decide. Check it out and see for yourself. Prop. 79 is the wrong prescription for California.</p>	<p>With 78, drug companies decide. With 79, California negotiates with the drug companies for the best price.</p>

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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.