

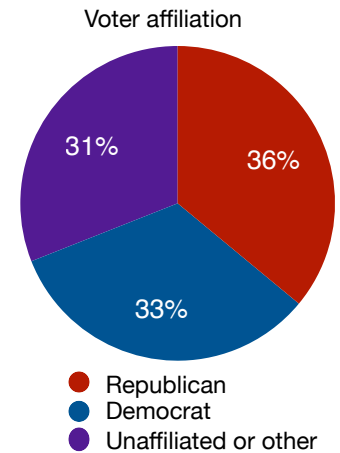


## Coloradans overwhelmingly support drug pricing transparency

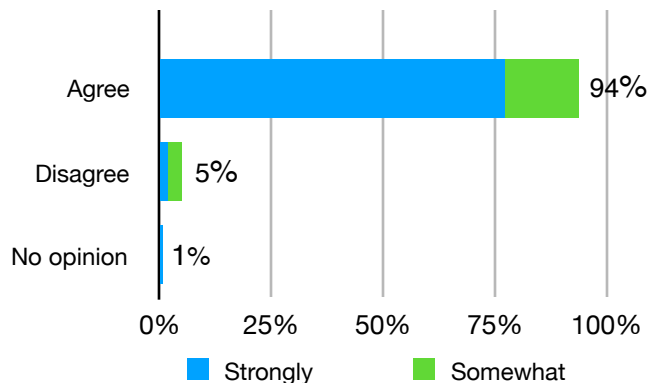
*94% say the public has the right to know the factors that go into the price of prescription drugs*

As noted by the Colorado Commission on Affordable Health Care, prescription drug pricing remains unchecked and continues to increase costs for consumers and payers. Fueled by the cost of new medicines and price increases for existing brand-name drugs, spending growth for prescription drugs has outpaced other health care categories in recent years.

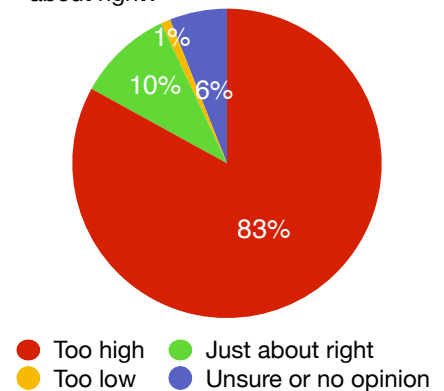
From Jan. 16, 2018, to Jan. 18, 2018, Magellan Strategies conducted a live-caller survey of 503 likely 2018 voters in Colorado. The survey, which is weighted on voter registration demographics, has a margin of error of +/- 4.38% at the 95% confidence interval.



The public should have the right to know the factors that go into the price of prescription drugs and medications to ensure fair and ethical business practices.



Is the cost of prescription drugs and medications too high, too low or just about right?



Health care costs remain a top concern of Coloradans, and good policy requires good information. Colorado has the opportunity during the 2018 legislative session to answer the public's call for more transparency and shed light on a main driver of health care costs.

*Healthier Colorado is a nonpartisan, nonprofit organization dedicated to raising the voices of Coloradans in the public policy process to improve the health of our state's residents.*