

# The Drug Coupon Conundrum:

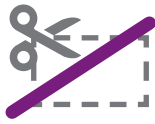
## Hidden Cost to Consumers

**700+**  
COUPONS FOR NAME BRAND DRUGS

Average annual price increase

DRUGS WITHOUT COUPONS

**7-8%**



VS.

DRUGS WITH COUPONS

**12-13%**



Coupons cause drug costs to rise more quickly

UCLA School of Management

Over the next 10 years, Rx coupons will increase drug costs by

**\$32 BILLION**

Pharmaceutical Care Management Association



The unintended consequences...



PROMOTE USE OF BRAND OVER GENERICS



COUPON COSTS ARE BAKED INTO DRUG COSTS



EVEN PATIENTS WHO DO NOT TAKE THESE MEDICATIONS PAY FOR THESE COSTS IN THE FORM OF HIGHER PREMIUMS

Today, every CDPHP® member pays \$66/year for Humira, whether they take the drug or not

