



# PATIENTS FOR AFFORDABLE DRUGS™

David Mitchell  
Founder &  
President







# Gratitude



**Drugs don't work if  
people can't afford them.**



# JOIN THE FIGHT TO LOWER DRUG PRICES

Email address



VIDEO: Why are prescription drug prices so high?



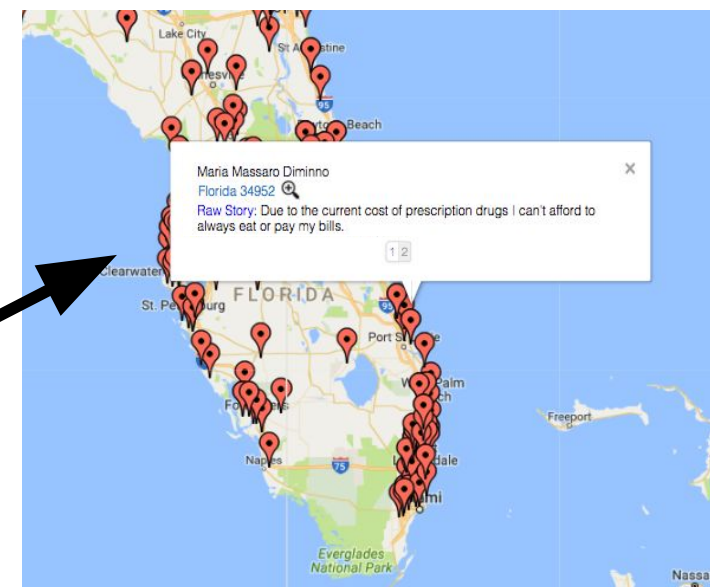
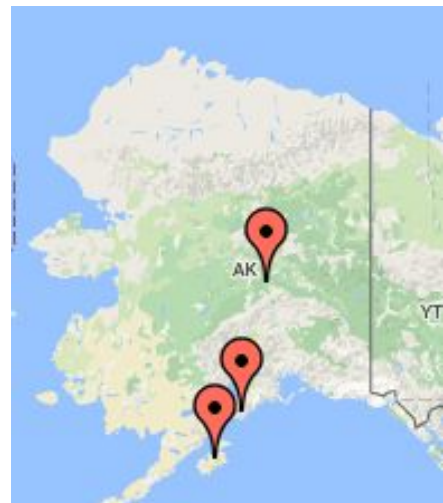
P4AD Launches Campaign Demanding Fair Pricing

[Read More](#)



Tell us how high drug prices are hurting you.

[Share your story](#)



**Total Number of Stories: 8,000**  
**Total Number of Emails: 16,000**



# **Our Theory of Change:**

Reform is more likely with an independent patient voice





# OUR WORK

- Amplify the patient voice
- Educate, activate and mobilize patients



# Solutions

- Medicare negotiations
- PBM transparency
- Speed generics to market
- Justify price when drug developed with taxpayer funding
- Price for new drugs based on value to patients

**BUSINESS  
INSIDER**

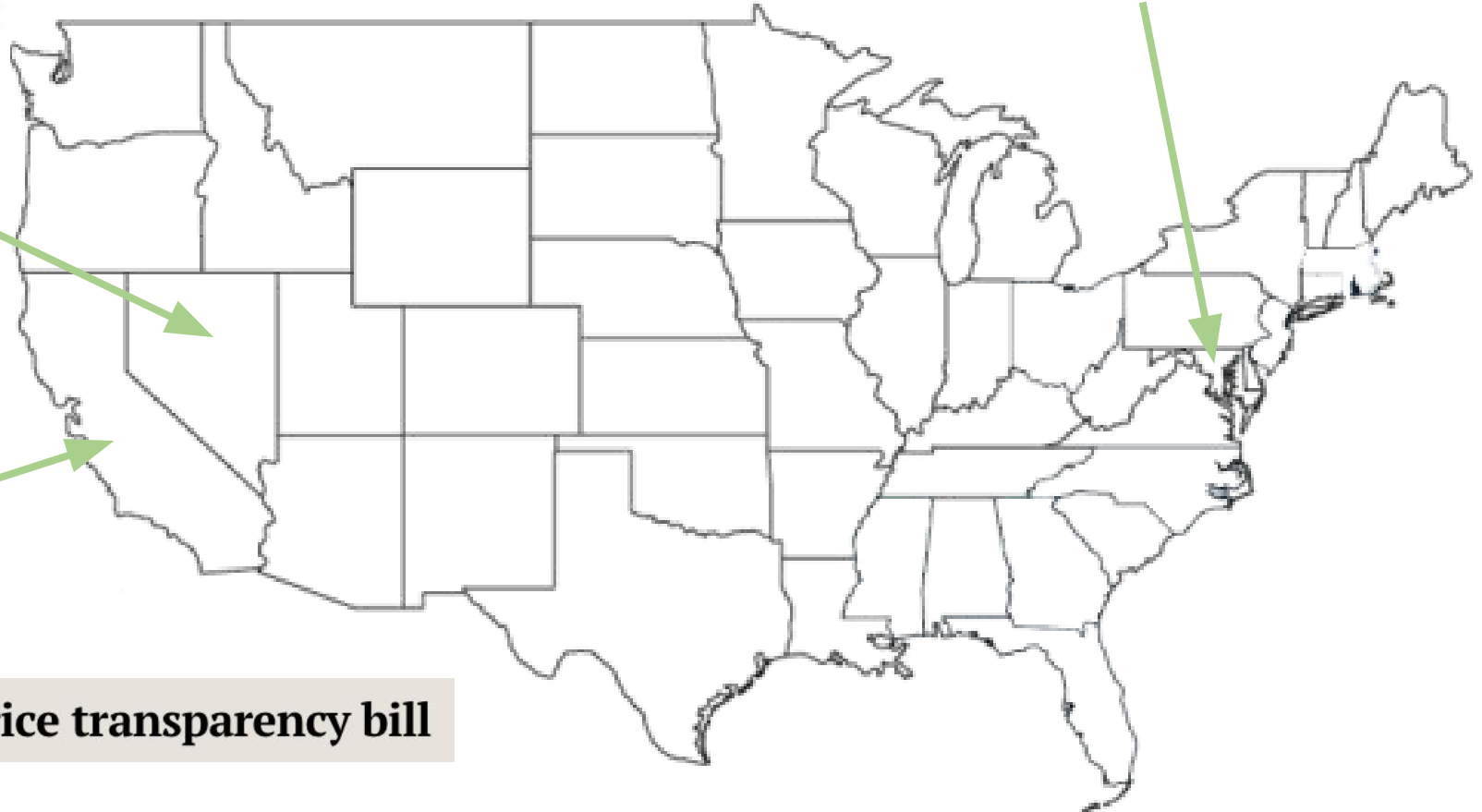
**Nevada just passed one of the strictest  
drug pricing transparency laws in the  
country**

**The Mercury News**

**California Assembly passes drug price transparency bill**

**THE BALTIMORE SUN**

**Maryland General Assembly passes bill  
aimed at drug 'price gouging'**









**WALL STREET  
JOURNAL**

**FDA Approves Pioneering Cancer Treatment  
With \$475,000 Price Tag**



**KHN**  
KAISER HEALTH NEWS

**Pioneering Cancer Gene Therapy Gets Green  
Light – And \$475,000 Price Tag**



**Forbes**

**Novartis CEO's Dilemma: Is \$475,000 Too Much For A  
Leukemia Breakthrough? Or Is It Not Enough?**



# What do we want?

- Fair & transparent pricing in light of taxpayer investment
- U.S. patients pay no more than other wealthy countries
- Lower prices as patient population increases

# Why do we think Kymriah priced too high?

**2012** – Dr. June put price of goods at \$20,000

**2015** – Kite CFO says price should be about \$150,000

**2017** – Novartis CEO claims company spent \$1 billion *before ODA credit*

**2017** – U.S. plant and equipment \$43 million

**2017** – NICE study willing to pay \$460,000, not \$650,000 price as popularly reported



## **On top of the economic facts, there is this:**

Kymriah “is grounded in initial basic research supported by NIH. With immunotherapy, as with so many of our medical interventions, the path from original discovery or observation to effective treatment is long, circuitous, and densely populated. Immunotherapy is indeed the achievement of many minds.”

--NIH Director Francis Collins, August 29, 2017





## **What do we think Kymriah should cost?**

Based on all the data points and our own modeling, we think it is priced about \$125,000-150,000 too high.



# Where to from here on CAR-T?

- Educate patients and policymakers
- Continue to work for recognition of taxpayer funding early and ODA credits later
- Continue to urge restraint from Novartis
- Reach out to Gilead and Juno to encourage responsible pricing

**Contact and Resources:**



**David@patientsforaffordabledrugs.org**



**@DavidP4AD**



**Patients For Affordable Drugs**