

PRESS RELEASE

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Pharmacists for Healthier Lives Provides Pharmacists' Perspective on Drug Pricing and Access

Lack of transparency seen as major hurdle to affordable medications

Arlington, Va. – [Pharmacists for Healthier Lives](#) (PfHL) - a coalition of pharmacy and healthcare organizations aiming to raise awareness of the vital role pharmacists play in health care - announced today the launch of a video series providing consumers with the pharmacists' perspective on drug pricing and patient access to affordable medications.

The 'Drug Pricing & Access' video series - launching on Facebook and Instagram throughout November - will feature leading pharmacists from diverse settings sharing their expertise and advice for patients to receive the right medications at an affordable cost.

One of the biggest hurdles patients face in accessing affordable medications is the lack of transparency about medication sources and knowing which drugs are covered under insurance plans.

"The imperative in terms of improving access right now is transparency," said Dr. Lucinda Maine, Executive Vice President & CEO of the American Association of Colleges of Pharmacy (AACP) - a *Pharmacists for Healthier Lives* partner. "Transparency is needed across the whole system of medication prescribing, contracting, and distribution to the point of patient care."

As highly accessible medication experts, pharmacists are well positioned to help patients navigate the complex landscape of drug pricing. Pharmacists can access patients' insurance plans to see what medications are covered and can make recommendations on medication options to ensure patients receive the best medicine at an affordable price. Pharmacists also

have the expertise to explain the difference between medication options and make sure patients know how to use their prescribed medications properly.

“Pharmacists are often an overlooked group when it comes to the drug cost and access issue,” said AMCP CEO Susan Cantrell. AMCP is a *Pharmacists for Healthier Lives* partner.

“Pharmacists can provide a unique perspective on accessing affordable medications as they are on the frontlines interacting with patients every day as their partner in care. Managed care pharmacists specifically design pharmacy benefits to ensure patients get the medications they need at a cost they can afford.”

The launch of this campaign comes on the heels of PfHL’s campaign last month on the specialty roles and diverse settings in which pharmacists practice, reinforcing that pharmacists are highly accessible and knowledgeable healthcare providers who are well positioned to counsel patients on a variety of healthcare issues, including drug pricing and access.

For more information about the campaign and to view all of PfHL’s videos, please visit <https://pharmacistsforhealthierlives.org/impact-stories>.

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[Pharmacists for Healthier Lives](#) (PfHL) is a national awareness initiative aimed at highlighting the important role pharmacists play in helping people live their healthiest, happiest lives. Our goal is to educate the public about the variety of services pharmacists perform and the rigorous training they undertake to achieve the PharmD (Doctor of Pharmacy) degree, and to raise the profile of pharmacy as an essential healthcare profession.