



Plain Prescription Prices Act

To provide greater transparency for patients purchasing the medication they need

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The Plain Prescription Prices Act requires the Centers for Medicare & Medicaid Services to issue a rule requiring direct-to-consumer television advertisements for prescription drugs that are covered by Medicare or Medicaid to include a textual statement of the drug's list price.

Why does this matter?

Quality, affordable health care must include transparent prescription drug pricing. Unlike nearly any other product advertised on TV, the list prices of prescription drugs are mostly hidden from the average consumer. As a result, many patients are met with sticker shock when it is time to purchase the medications they need. Some are even forced into drastic, dangerous decisions like rationing medication to get by.

The **Plain Prescription Prices Act** will give consumers the power to hold drug companies accountable for profit-driven spikes in drug prices. This is another important step to lower costs and ensure access to affordable healthcare for everyone.

By the numbers:

61 percent of American adults take at least one prescription medication[1]

55 percent of adults are worried about being able to afford prescription drugs[2].

The prices of the 25 top Medicare Part D drugs have increased by an average of **226 percent** since they first entered the market[3].

31 percent of adults report not having taken a Medicine as prescribed due to costs[4].

From 2022 to 2023, **4,200** drug prices increased, of which **46 percent** were larger than the rate of inflation[5]

[1] Source: Kaiser Family Foundation <https://www.kff.org/health-costs/poll-finding/public-opinion-on-prescription-drugs-and-their-prices/>

[2] Source: Kaiser Family Foundation <https://www.kff.org/health-costs/poll-finding/public-opinion-on-prescription-drugs-and-their-prices/>

[3] Source: AARP <https://www.aarp.org/pri/topics/health/prescription-drugs/prices-top-medicare-part-d-drugs-tripled-since-entering-market/>

[4] Source: Kaiser Family Foundation <https://www.kff.org/health-costs/poll-finding/public-opinion-on-prescription-drugs-and-their-prices/>

[5] Source: Department of Health and Human Services <https://aspe.hhs.gov/reports/changes-list-prices-prescription-drugs>

