

TO: PALEY CENTER FOR MEDIA  
25 W. 52<sup>ND</sup> STREET  
N.Y., N.Y. 10019

TIME:  
RECEPTION:  
FILM:

**PRESS RELEASE FOR N.Y.C. APRIL 27<sup>TH</sup> PREMIERE OF BIG PHARMA: MARKET FAILURE  
AND THE LAUNCH OF “BUSINESS LEADERS\_TRANSFORMING HEALTHCARE”**

**BIG PHARMA: MARKET FAILURE**

Richard Master is CEO of MCS Industries, a mid-sized American company. Last year, his company spent over half million dollars on prescription drugs for his employees. That amount doesn't include chemo or infusion drugs administered in a doctor's office or hospital. Sometimes the annual cost of one drug can be more than double the salary of a single employee.

Every year Master's company is more vulnerable to massive drug costs as the pace of high priced specialty drugs entering the market increases. This has a direct impact on his bottom line and limits his company's competitiveness.

As a business leader, Master is a problem solver. He decided to dig deep into the problem of out-of-control drug costs. He wanted to investigate why the U.S. spends twice as much as other advanced industrialized countries. He wanted to find out what businesses can do to potentially solve a problem that threatens the health and fitness of all Americans and the U.S. economy and is a concern to his company and its employees.

Master pulled together a team of documentary filmmakers and researchers to go beyond the mainstream media headlines and connect the dots. His team interviewed top experts and doctors to find answers to key questions. How much do pharma companies really spend on research and development of truly innovative drugs and what is R&D's impact on price? Why do American consumers pay higher prices when the U.S. has the largest combined marketplace demand in the world? Do “free market” principles work in this marketplace and help control prices? Do the normal rules of business apply to the pharma industry? How do TV ads impact consumers and doctors? He wanted answers to essential questions. Ultimately, he wanted a solution that made business sense for his company and health sense for his employees.

Big Pharma: Market Failure is a documentary that looks at the facts and makes an effective business case for realizable change. It is a compelling drama that reveals the truth of pharma cost and what we can do about it.

## **BIG PHARMA: MARKET FAILURE – PARTICIPATING INTERVIEWS**

### **MARCIA ANGELL, MD**

Author: The Truth about Drug Companies  
Senior Lecturer in the Department of Social Medicine at Harvard Medical School  
Former Editor-in-Chief, New England Journal of Medicine

### **DAVID A. BALTO, ESQ.**

Former Federal Trade Commission Policy Director

### **DAVID BELK, MD**

Practicing physician  
Author: The True Cost of Healthcare

### **MARC FISHMAN, MD**

CEO/Founder, Oncology Analytics

### **GERALD FRIEDMAN, Ph.D.**

Professor of Economics, University of Massachusetts, Amherst

### **BOB GOLDFARB**

Senior Vice President, MCS Industries

### **MICHAEL GUSMANO, Ph.D.**

Research Scholar at the Hastings Center  
Co-director, World Cities Project  
Co-author: Health Care in World Cities

### **JACOB S. HACKER, Ph.D.**

Author: Winner-Take-All Politics  
Editor: Health at Risk  
Director of the Institution for Social and Policy Studies and Stanley B. Resor Professor of Political Science at Yale University

### **BRIAN KLEPPER, Ph.D.**

Principal of Health Value Direct  
Former CEO of the National Business Coalition on Health

### **SHEILA KRUMHOLZ**

Executive Director of the Center for Responsive Politics

### **CHARLES LEWIS**

Investigative Journalist and Founder, the Center for Public Integrity  
Currently, Professor of Journalism at American University

Author: 935 Lies: The Future of Truth and the Decline of America's Moral Integrity

**DONALD W. LIGHT, Ph.D.**

Co-author: Good Pharma: The Public-Health Model of the Mario Negri Institute

Editor: Risks of Prescription Drugs

Author: Benchmarks of Fairness for Health Care Reform

**RICHARD MASTER**

CEO/Founder, MCS Industries, Inc.

**KEVIN OUTTERSON, ESQ.**

Co-director: Health Law Program, Boston University

Editor-in-Chief: Journal of Law, Medicine & Ethics

**NICK PENNIMAN**

Co-author: Nation on the Take

Executive Director: Issue One

**THOMAS PERRY, MD**

Specialist in Clinical Pharmacology, University of British Columbia

**WENDELL POTTER**

Co-author: Nation on the Take

Author: Deadly Sin

**STAN PRODES, R.N.**

Generic Drug Educator for PA Physicians

**SUE SCHANTZENBACH**

Director of Distribution, MCS Industries

**WALTER TSOU, MD, MPH**

Past President: The American Health Association

Professor of Health Policy, University of Pennsylvania

Former Philadelphia Health Commissioner

**ED WEISBART, MD**

Former Chief Medical Officer for the second largest Pharmacy Benefit Manager in U.S.

**ROBERT WEISSMAN, ESQ.**

President of Public Citizen, Washington, D.C.

**STEPHANIE WOOLHANDLER, MD**

Professor, CUNY School of Public Health

Co-founder Physicians for a National Health Program

(ADD TIME AND CREDITS – NOT COMPLETE)

A DOCUMENTARY BY:

RICHARD MASTER, EXECUTIVE PRODUCER  
VINCENT MONDILLO, DIRECTOR

“**BIG PHARMA: MARKET FAILURE**” is the second documentary produced by this team for the Unfinished Business Foundation, an education based educational foundation focused on issues related to U.S. healthcare, and follows “**FIX IT ... HEALTHCARE AT THE TIPPING POINT**” introduced in 2016. Please visit [www.fixithealthcare.com](http://www.fixithealthcare.com) to view “**FIX IT**”.

## **PHARMA FACTS**

### **American Business Health Insurance Bill**

2000	450 billion
2015	660 billion
2022	1 trillion (projected)

Drug cost increases are the fastest growing component of the rising cost of health insurance in the U.S.

### **Brand Drugs vs. General Inflation**

General Inflation	2008-2015	-	12%
Brand Drug Inflation	2008-2015	-	260%

### **20 Million Americans Do Not Fill Prescriptions or Skip Dosages**

... because they cannot afford to pay

### **USA PAYS MORE:**

	<u>U.S.A.</u>	<u>GREAT BRITAIN</u>	<u>FRANCE</u>
GLEEVEC (leukemia)	\$10,122	\$2,645	\$2,303
LANTUS (diabetes)	\$186	\$63	\$47

ADVAIR (asthma)	\$154	\$46	\$34
HUMIRA (arthritis)	\$2,504	\$1,158	\$978

### **Average U.S. Family Prescription Drug Expenditure**

2001        \$1,111/yr.

2016        \$4,270/yr.

Milliman Medical Index

**U.S. Pharmaceutical Drug Bill**                      **2015**  
\$415 billion

**U.S. National Defense Budget**                      \$580 billion

**To view Big Pharma: Market Failure follow the appropriate links below.**

#### **TRAILER**

<https://vimeo.com/211752691>