



**MASSACHUSETTS**  
HEALTH POLICY COMMISSION

# **Health Policy Commission Public Listening Session: Prescription Drug Coupons**

**May 21, 2019**

## Defining drug coupons for HPC analysis

- Prescription drug coupons offered by manufacturers **reduce the amount of a patient's cost-sharing**, as established by the patient's insurance plan
  - Common terms: coupon, voucher, copay card
  - Distinct from:
    - Patient assistance programs offered by manufacturers, states, or charities for patients who cannot afford their medication
    - Cards or offers that reduce prices for patients without insurance
- Public payers (e.g., Medicare, Medicaid, VA) do not allow the use of coupons

Print a **\$10** coupon\* now!

Ready to save on ADVAIR? Without registering, you can print a coupon to save up to \$10 on your next prescription.

- Bring the coupon and your prescription to your pharmacy
- Offer can only be redeemed once per month
- Coupon expires 45 days after the date you print it

**\$0 Co-pay Offer**  
on Your Next **MULTAQ**<sup>®</sup>  
Prescription\*

**MULTAQ**<sup>®</sup>  
(dronedarone)<sup>400</sup>-mg  
Tablets

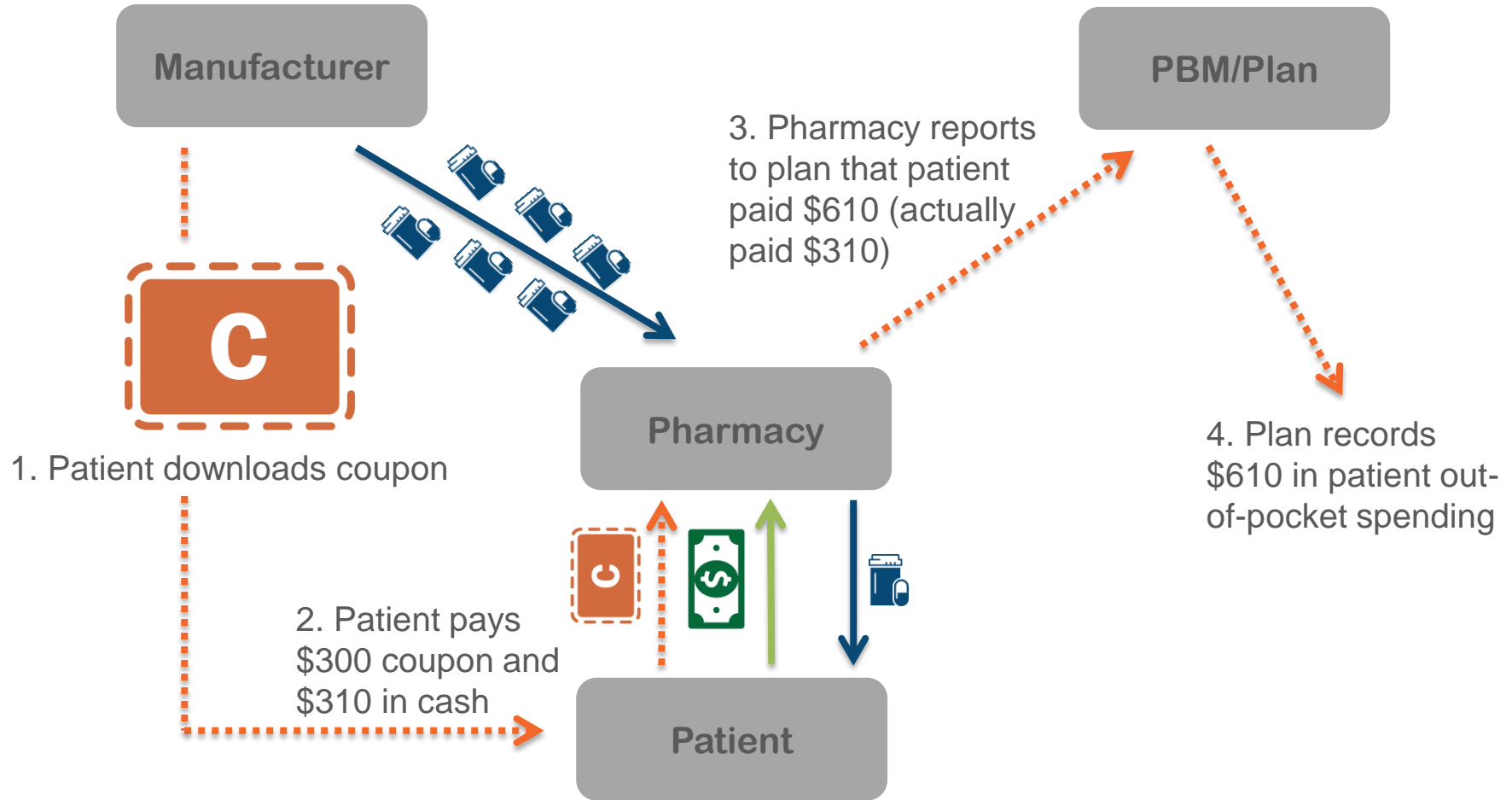
RxBIN: **610524**  
RxPCN: **Loyalty**  
RxGRP: **50777776**  
ISSUER: **(80840)**  
ID: **XXXXXXXXXX**

Expires: **12/31/2019**

\*Eligible commercially insured patients may receive a savings of up to \$300 per monthly fill, up to 12 fills. Maximum annual benefit of \$3,000. Eligible cash patients may receive a savings of up to \$150 per monthly fill, up to 12 fills. Maximum annual benefit of \$1,050. Sonofi US reserves the right to rescind, revoke, or amend this offer without notice. Certain restrictions apply. See details on back of card.

Please see Medication Guide and Full Prescribing Information including boxed WARNING that accompanies the kit.

# Flow of drug coupons in patient out-of-pocket spending



*Example: patient is responsible for cost-sharing of \$610, based on insurance plan*

# Background on authorization of drug coupons in the Commonwealth

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## Legislative History

- **Chapter 139 of the Acts of 2012** authorizes drug manufacturers to provide consumers with drug coupons and vouchers
  - Continues ban on drug coupons for AB rated generic equivalents
  - Sunsets the authorization of drug coupons (January 2015)
- In 2014 and 2016, the Legislature delayed the sunset on drug coupon authorization
- **Chapter 363 of the Acts of 2018** delays the sunset on drug coupon authorization until January 2020, and directs the HPC to conduct a study on the matter by June 1, 2019

## Statutory language directing the HPC to complete a study on use of prescription drug coupons in the Commonwealth

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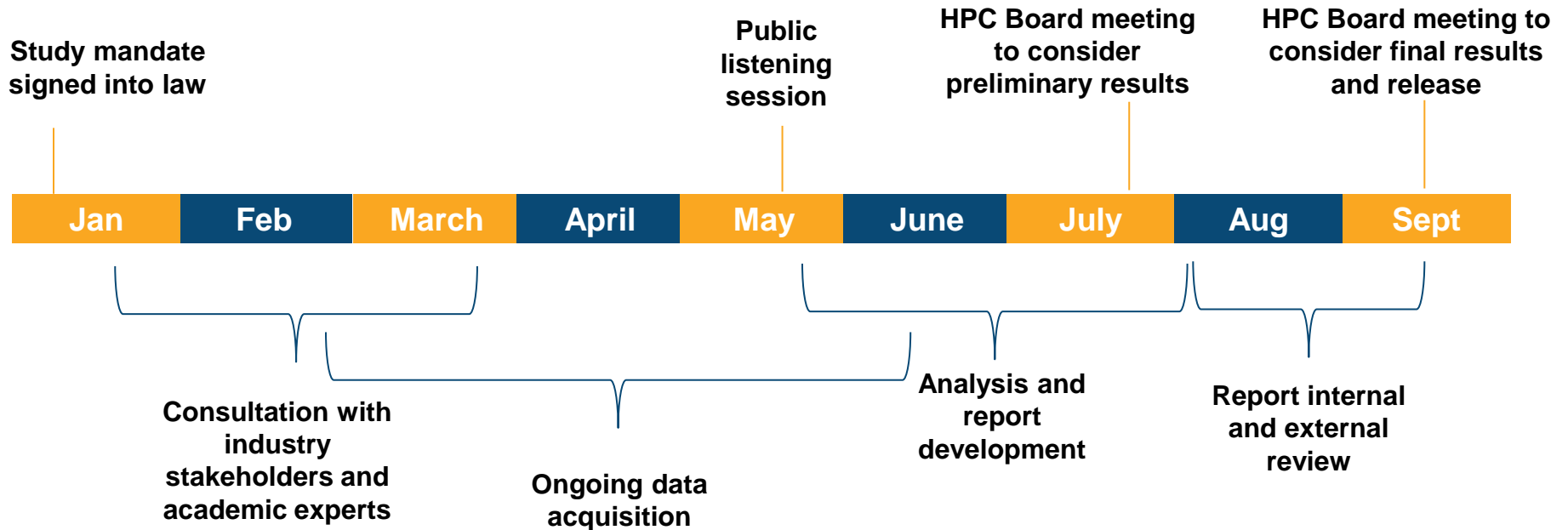
Chapter 363 of the 2018 Session Laws, *An Act Extending the Authorization for the Use of Certain Discount Vouchers for Prescription Drugs*, was signed into law on January 2, 2019. It charges the HPC with conducting an analysis and issuing a report evaluating the effect of drug coupons and product vouchers for prescription drugs on pharmaceutical spending and health care costs in Massachusetts.

- 1 Analyze the **total number and value of coupons** redeemed in the Commonwealth, and the **types of drugs** for which coupons were most frequently redeemed.
- 2 Compare any change in utilization of **generic versus brand name prescription drugs**, and any change in utilization among **therapeutically-equivalent brand name drugs**.
- 3 Analyze **effects on patient adherence**, and **access to innovative therapies**.
- 4 Study the **availability of coupons** or discounts upon renewals, and the **cost impact on consumers** upon expiration of coupons.
- 5 Analyze the **impact of drug coupons on health care cost containment goals** adopted by the Commonwealth, and commercial and GIC health insurance premiums and drug costs.

## Framework for analysis of prescription drugs that offer coupons

	1	2	3	4
<i>Study target: Branded drug that offers coupon</i>	<b>Generic equivalent</b>	<b>Close therapeutic substitute: Generic</b>	<b>Close therapeutic substitute: Branded</b>	<b>No close therapeutic substitute</b>
<b>Example</b>				
Drug with coupon	Lipitor (statin; AB generic available)	Lyrica (nerve pain; no AB generic available)	Repatha (PCSK9; no AB generic available)	Kalydeco (cystic fibrosis; no AB generic available)
Comparator	Atorvastatin (generic Lipitor)	Gabapentin (generic Neurontin)	Praluent	None
<b>Notes</b>	Not eligible in MA		Comparators may also offer coupons	

# Prescription drug coupon study timeline



All dates are approximate