

Vote Yes on Prop 79

Cheaper Drugs More Californians Can Count On



Proposition 78 vs. Proposition 79: A Smokescreen vs. A Genuine Prescription Drug Discount Card

California voters will choose between two ballot measures in the November Special Election to create a drug discount card for Californians. If both measures get a majority, then the one with more votes is the one that will be implemented. The choice is clear: Proposition 78 is a smokescreen designed by the drug industry to fail, Proposition 79 is a genuine approach by health and consumer advocates that will provide deeper, enforceable discounts to twice as many Californians.

	Proposition 78	Proposition 79
SPONSORS Who supports it?	The prescription drug industry , which has pledged to spend “whatever it takes” defeat Prop. 79 with what could be the most expensive initiative campaign in California history.	California health, senior, and consumer groups including Consumers Union, California Alliance for Retired Americans, League of Women Voters, Health Access California, and dozens of others.
ENFORCEMENT Does it hold drug companies accountable for providing discounts?	NO. Prop. 78 relies entirely on drug companies to voluntarily providing discounts and does not allow the state of California to enforce the discount program. California tried this voluntary approach before, the drug companies refused to participate so in 2001 the program was closed. Under Prop. 78, if the drug companies do not provide sufficient discounts, the program can end at any time.	YES. Prop. 79 has an enforcement mechanism. If a drug company refuses to provide discounts, the state can shift business away from that company and buy more from other drug companies that do offer discounts.
ELIGIBILITY Does it provide discounts for those with high medical bills? Working families without insurance?	4-5 Million Californians. Prop. 78 provides no discounts to many uninsured Californians, those with catastrophic medical bills, and the chronically ill such as cancer and diabetes patients with inadequate drug coverage.	8-10 Million Californians. Prop. 79 includes Californians with catastrophic medical expenses who spend at least five percent of their income on medical expenses; the uninsured who earn up to 400 percent of the Federal Poverty Level (\$64,360 for a family of three); Medicare recipients, seniors, and the chronically ill with inadequate drug coverage.
DISCOUNTS Does it target a real discount price for consumers?	NO. The discounts offered by Prop. 78 are based on the “lowest commercial price” set by the drug companies, which are subject to change at any time.	YES. Prop. 79 builds on Medi-Cal’s success, using the same mechanism to negotiate discounts of 50 percent or more for eligible Californians. As a result, consumers will pay less out of their own pockets for prescriptions at the expense of the drug companies, not taxpayers.

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Paid for by Yes on 79, a coalition of consumer, senior, labor and health organizations and Consumers Union of U.S., Inc