

AAD/Pfizer State Society Grant Proposal 2015

Project: Video Presentation Public Service Announcement Concerning Patient Access to Pharmaceutical Treatments

Society: *Arizona Dermatology and Dermatologic Surgery Society (ADDSS)*

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I. Summary

This project was stimulated by the widespread problem of patient access to affordable pharmaceutical treatments. The goal of this project is to create a powerful short visual video presentation to illustrate some of the barriers to quality and affordable care patients with moderate to severe dermatologic conditions experience. The rising costs of generics, the cost prohibitive structure for biologics, and limited doctor networks will be documented using patient testimonials as well as physician interviews to create a vehicle to promote change through media attention and legislative action. The funds we are requesting are to include research, production, and distribution of our video PSA.

II. Goals and Objectives

There has been a dramatic increase in spending on pharmaceuticals in the last few years. Much of the increase is due to very expensive new products that, because of the cost structures created by some of our insurance companies, put the most effective medications out of reach of the average patient. There has also been a concurrent, unprecedented increase in the cost of generic medications previously available at a fraction of current costs. In addition, the availability of less expensive compounded medications have been greatly curtailed, often leaving doctors and patients helpless to obtain effective medications needed at an affordable price.

The goal of this project is to thoroughly research this very prevalent issue for all practicing dermatologists (as well as physicians across many specialties) and to use resources from the AAD Drug Transparency Task Force to help us portray an accurate picture of the problem. We plan to create a compelling portrait of these issues using video interviews of patients, doctors, and pharmacists to best provide a human face to these problems.

Once our video has been created, we will work with social media, local, regional and national news media, other state and national medical and insurance organizations, and our AAD and ASDS to heighten awareness of these issues. Our “call to action” is to gain support for current

legislation to support U.S. House Bill 1600 (Patient Access to Treatment Act) and also U.S. Senate Bill 1406 (Saving Access to Compounded Medications) 1, 2.

III. Project Design, Methods, and Evaluation

Timeline:

- Month 1 to 3: Content gathering from subject matter experts
- Month 4: Scriptwriting, graphic layouts and production scheduling
- Month 5 to 6: Video production
- Month 7: Post Production: Editing, animation, exporting video files for web and social media delivery

Goals of the Project: To produce a high-quality 2-3 minute video piece and an accompanying 30-second PSA that can be presented to a variety of media outlets. The timeline for completion of these videos are within 8 months of project initiation.

Project Design (how the goals will be achieved): Dramatically convey the impact of high cost medications and how they affect a patient's access to medication which would control one's medical condition and improve quality of life. Utilize impactful interviews, compelling data, and efficient use of graphics to support statistics reflected.

Participants: Gerald N. Goldberg, MD, *Arizona Dermatology and Dermatologic Surgery Society* (ADDSS)

Consultants / experts needed to accomplish this project: Mark Lebwohl, MD, FAAD, President of the AAD, other members of the Drug Transparency Task Force, or other AADA representatives.

The content objectives will be conveyed through:

- Patient/Doctor/Pharmacist dramatic reenactments
- Animated graphics
- Visually depicting the escalating cost of dermatologic medications
- Testimonials: Conveying both factual and human impact of the current system
 - Patients (2-3)
 - Dermatologists (1-2)
 - Pharmacist (1-2)
 - Voice Over Narrator: Used in the introduction and closing of the video, and as a transition between content areas.
 - Content from research from the AAD Drug Transparency Task Force as well as other reputable sources.

- Credibility of the video will be achieved through a documentary style approach blending experts and patients to tell the story of the inaccessibility of dermatologic medicines to the patients who vitally need them.

Outcome Measures:

We trust that these videos will create an emotional response that both patients and dermatologists can relate to. Ultimately, we will work to distribute these videos to obtain maximal public impact, which will translate into action that can be measurable by support and passage of the legislation mentioned above. Moreover, the video presentations could potentially serve as a reference source for grass roots petition action by patient advocacy groups to encourage regulatory change by insurance companies as well as governmental agencies.

IV. Project Timeline/Budget Timeline

See Project Timeline above (III. Project Design)

V. Budget

Assumptions:

One 2 to 3 minute video presentation

One - :30 PSA

RESEARCH

Utilizing a research assistant to collate facts and to locate, coordinate and schedule interviews with experts in the AAD, practicing doctors, pharmacists, patients, and potentially insurance company representatives.

VI. References

- Drug Pricing Overview - White paper from the AAD Drug Transparency Task Force
- Avalere Health LLC, “The Future Cost of Innovation: An Analysis of the Impact of Breakthrough Therapies on Government Spending”