



PATIENTS EXPECT DISCOUNTS ON PRICEY DRUGS

According to Treato's analysis of online conversations related to drug costs, patients feel entitled to drug discount programs because many new drugs are prohibitively expensive.



We focused on three drugs that were approved by the FDA within the last five years and have been criticized by both patients and payers for their high price tags:



COST:
\$10,679/MONTH*
BREAST CANCER DRUG



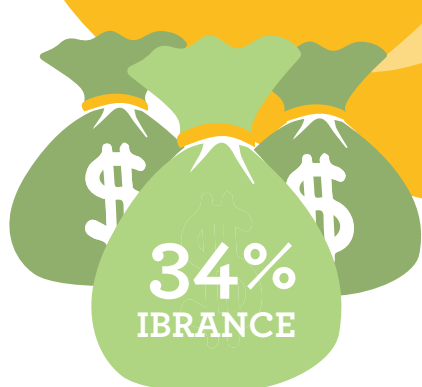
COST:
\$360/MONTH
BLOOD THINNER



COST:
\$9,682/MONTH
PROSTATE CANCER DRUG

Discount programs were a focal point in online conversations regarding all three drugs.

Percentage of online conversations in which patients mentioned discount programs



*The prices, which were provided by OneRx, are for 30-day courses of Ibrance (125mg), Xarelto (20mg) and Xtandi (40mg).

METHODOLOGY:

For this analysis Treato analyzed more than 191,000 online conversations about drug costs and nearly 300 conversations specifically about Ibrance, Xarelto and Xtandi.



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