

PROTECT OUR CARE

Big Pharma Backed Ads Spread Lies About The Inflation Reduction Act

As Democrats in Congress have reached a historic agreement to lower prescription drug prices, lower premiums, and cap out-of-pocket spending, Big Pharma and its front groups are attacking the Inflation Reduction Act from all sides. Deceptive ads from these organizations solely trying to protect drug industry profits are using fear mongering tactics to scare seniors who stand to benefit from prescription drug reforms included in the bill.

These groups, including the Pharmaceutical Research and Manufacturers of America (PhRMA), the 60 Plus Association, and American Commitment, are spending millions to spread lies that the Inflation Reduction Act will reduce Medicare benefits by \$300 billion. That's a lie. The truth is this historic legislation will [lower](#) prescription drug costs, lower Medicare Part D premiums, cap out-of-pocket costs for millions of Americans over 65, all while Medicare beneficiaries won't lose a dime of their current benefits. Independent fact checkers have declared the drug company lies to be false.

The bill's measures on prescription drug prices is the most popular piece of the legislation. A recent poll by Data For Progress found that [90 percent](#) of Democrats, 83 percent of independents, and 69 percent of Republicans want to empower Medicare to negotiate prescription drug prices.

FACT CHECK: PHARMA'S CAMPAIGN AGAINST LOWER HEALTH CARE COSTS IS MISLEADING THE AMERICAN PEOPLE

The **Committee for a Responsible Federal Budget** has fact checked these Pharma-backed ads and concluded that the Inflation Reduction Act would [lower Medicare costs, not cut benefits](#). "Several political [advertisements](#) have made misleading [attacks](#) that the [Inflation Reduction Act](#) (IRA) would cut Medicare spending by \$300 billion. In reality, the bill's [prescription drug savings](#) would save the federal government nearly \$300 billion through 2031 without cutting benefits – and while actually reducing premiums and out-of-pocket costs by nearly \$300 billion more."

PhRMA launched an [eight-figure](#) ad buy in July in hopes of making a last-ditch effort to stop the reconciliation bill. PhRMA's ad makes the [long debunked](#) claim that Medicare negotiation stifles innovation leading to "fewer medicines" for diseases such as Alzheimer's, cancer, and diabetes. The **Congressional Budget Office** has estimated that the drug pricing bill will only lead to around 10 fewer drugs over the next 30 years.

The Washington Post gave a ['Three Pinocchio'](#) rating to an ad from the PhRMA front group "60 Plus Association" which falsely said that changes to Medicare spending would mean cuts to

beneficiaries and programs. The [ad](#) falsely claimed that reconciliation bill measures to lower prescription drug prices would “strip \$300 billion from Medicare.” The 60 Plus Association has received substantial funds from groups linked to the Koch family and PhRMA.

Politifact and KHN fact checked a PhRMA funded ad by American Commitment and rated it “false,” due to the misleading information on Medicare savings and how those savings will be used. The [ad](#) wrongly accuses Democrats of cutting Medicare to pay for other health initiatives, “fuel inflation, and pad insurers’ profits.” Politifact and KHN said this ad used misleading information. American Commitment received a [\\$505,000](#) donation from PhRMA.