



PHARMACISTS UNITED FOR
TRUTH AND TRANSPARENCY
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Pharmacists United for Truth and Transparency announce national campaign against PBM abuse

New York, NY—Oct. 4, 2011: A growing group of pharmacy owners banded together this summer to form a coalition designed to take on PBM abuse, mandatory mail order and other threats to one of America's oldest and most trusted professions, the pharmacist. They put out the word and quickly raised \$100,000, hired a New York City consulting firm and became an incorporated entity: Pharmacists United for Truth and Transparency.

The organization now consists of 200 pharmacists and pharmacy owners from more than 35 states and is on track to launch a national campaign this fall. Through media outreach and public awareness, the goal is to expose shady PBM practices and misinformation about the cost of prescription drugs.

"PBMs have been engaging in a misleading smear campaign against one of America's most trusted professions, the community pharmacist, for some time now," said David Marley, an independent pharmacist and member of the coalition. "We decided it was time to set the record straight on who the real culprits are behind ever-increasing employer drug costs: the PBMs themselves."

"This is a hidden and inextricable piece of the greater healthcare debate unfolding in America," said Lawrence Kopp, a campaign strategist and president of The TASC Group, a consulting firm in New York City. "The public will share my outrage when they learn the truth about drug prices and the people obstructing access to medicine."

Pharmacists United for Truth and Transparency invites pharmacists from all community practice settings, independent and chain alike, to get involved. Send your name and email address to info@truthrx.org and visit TruthRX.org to learn more.

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