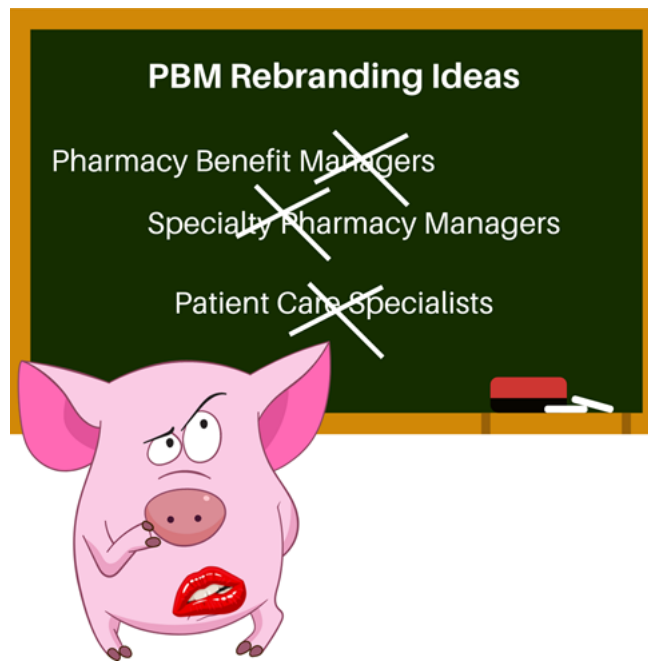


No images? [Click here](#)**Pharmacists United for  
Truth & Transparency**

# The PUTTbulletin

## PCMA's "Seven Figure" Ad Campaign with PBM-to-PBC Rebrand is Ironically Transparent in Motive



*PCMA's attempts to rebrand PBMs are the equivalent of putting lipstick  
on a pig*

Dear Friend,

One of the most remarkable aspects of last week's U.S. Senate Commerce, Science & Transportation Committee hearing, (ICYMI: "[Bringing Transparency and Accountability to Pharmacy Benefit Managers](#),") was the number of committee members on both sides of the aisle who demonstrated a keen understanding of the PBM business model - and a deep concern/disdain for the impact that business model has had on patients; community pharmacies; prescription drug costs; and reasonable, safe access to medication.

For years PBMs thrived on invisibility and secrecy, easily avoiding accountability for the disastrous and expensive results of their revenue schemes. Last week's hearing, which included multiple references to S.127, Senators Grassley and Cantwell's "[Pharmacy Benefit Manager Transparency Act](#)", is evidence of a turning tide of awareness and public opinion on whether the presence of prescription drug middlemen adds any real value to patients or payers.

Now, in the wake of that hearing and several other high profile threats to the PBM industry, PCMA has announced the launch of a "seven figure advertising campaign ... to educate policy makers and the public..." basically to rehabilitate their image, put forward policies that will protect their profiteering empire and continue to shift blame and accountability to anyone but themselves. Oh, and they're trying out a little name change too...

[CONTINUE READING](#)

## PBM PRACTICES

And The Most Dreadful Tactic of the Month Is...

### Punishing a Small Town Pharmacy for an NPI Mix Up by Cutting Off Billing, Seemingly Indefinitely



[CLICK HERE  
TO REPORT  
PBM ISSUES  
TO PUTT](#)

Robertson County, Texas is a small, picturesque county just north of College Station (home of Texas A & M). Population 16,958, it's the last place you'd expect any kind of pharmacy chicanery. So when Leah Allen discovered her pharmacy's NPI number had been somehow used by another pharmacy to submit claims, she figured the issue would quickly resolve and she'd resume operations as usual.

But of course that didn't happen...

[CONTINUE READING](#)



## GETTING LOUD

### Attention New York Pharmacists!



**The Pharmacists Society of the State of New York (PSSNY) needs NY's independent pharmacy owners to show up in Albany on Tuesday, March 14th to fight for the April 1st implementation of the Medicaid Carve Out.** This return to Fee for Service in Medicaid is critical to the survival of the state's 2,500 independent pharmacies and ensuring 8 million Medicaid patients have access to neighborhood pharmacies. After a two-year delay, pharmacies cannot sustain a further delay or outright repeal. The 340B-funded entities opposing this transition are formidable and insistent in calling for complete repeal of the transition.

PSSNY's goal is for 150 to 200 pharmacists in white coats in NY's Capitol, commanding the attention of Senate and Assembly members and the media. Our elected representatives are divided in their support and they need to see and hear the truth about the disparity in fees going to PBMs and covered entities. **Owners, patients and supporters, we urge you to show up in Albany and fight for neighborhood pharmacies' survival, patient access and transparency in the Medicaid program.**

**When:** Tuesday, March 14th, 8:00-9:45 am:  
complimentary planning breakfast, 10:00 am Rally

**Where:** NYS Museum for breakfast with connector  
to Capitol building for Rally, State Street and Washington  
Avenue, Albany 12224

[FIND OUT MORE & REGISTER NOW](#)



## PUTTBULL BENEFITS

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### Check Out PUTT's Advocacy Kit in the Member Library



Templates, Ideas, Grassroot Guides, &  
Graphics - if you're searching for how to  
get your pharmacy and patients to move  
the needle by getting involved, this is the  
place to start!

[Check It Out Now](#)



## PUTT STATEMENTS

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**Pharmacists United for  
Truth & Transparency**

**PUTT Statement on Commissioner Christine Wilson's FTC Departure**  
February 23, 2023

Having read both former Commissioner Wilson's [public manifesto published last week in the Wall Street Journal](#), and Matt Stoller's [detailed explanation of Ms. Wilson's faithful support of pro-monopoly antitrust policy](#) prior to her resignation from the Federal Trade Commission, we see Ms. Wilson's decision as the correct one and 100% support her choice to leave the FTC.

We cannot continue to boast that small businesses are the backbone of the economy while allowing the pro-monopoly antitrust faction's disastrous policies to proliferate, as has happened for more than 40 years. We're VERY familiar with the results of these terrible policies, as we watch our neighborhood pharmacies close and our friends and loved ones lose access to a trusted source for medication and care.

The U.S. doesn't need a fringe group of elite, economic reality-deniers whose only interest is molding the economy to fit their vision of what it *could* or *should* be. If Ms. Wilson is so closed-minded as to ignore the real-world, marketplace catastrophe her mentors' ideology-in-practice has created, then she absolutely should vacate her seat.

## GOOD NEWS



Last November we alerted you to the issue of local Tennessee pharmacy, Thrifty MedPlus, being sued by snack food giant McKee Foods in the corporation's effort to sidestep Tennessee reform laws. **We are happy to report that the court ruled in favor of Thrifty MedPlus and has subsequently Denied all other motions by McKee Foods.**

Proof Positive that when independents support each other in a fight against Goliath, Winning Is Possible!

## AROUND THE INDUSTRY



## Centene Agrees to \$215 Million Settlement With California for Alleged Medicaid Overbilling



## Mark Cuban Assails PBMs at AAM meeting



## Three kinds of health measures blue states are pursuing this year



## FCA Ruling 'Turned Law On Its Head,' Justices Hear

**PUTTBULL EXCLUSIVE: READ THIS ARTICLE IN THE MEMBER LIBRARY**

### LISTENING IN

## PBM Reform Any Way You Shake It

the PUTTcast

PBM on the Rocks



Through jubilant wins and gut punching losses, the pharmacists of New York never give up. Listen in as PUTTcast host Lauren Young digs into the upcoming positive changes under New York's new Medicaid carve out, and PSSNY's inexhaustible fight to get it across the finish line.

[LISTEN NOW](#)



Welcome to our happy hour style, no holds barred conversation! Join hosts Monique Whitney, Brian Nyquist, and Jeremy Counts, as they discuss (over cocktails) the REAL story of PBMs' effect on the U.S. healthcare system with special guests Greg Reybold & Deborah Keaveny.

[GRAB A DRINK & LISTEN NOW](#)



## THE PUTT WATCH LIST

### Reform Legislation We're Watching



- Arizona [SB 1382](#)
- South Dakota [HB 1135](#)
- Washington [SB 5231](#) & [SB 5066](#)
- Minnesota [HF 1752](#)
- Missouri [HB 197](#)
- New Mexico [SB 14](#)
- Pharmacy Benefit Manager Transparency Act [S 127](#)

## NATIONAL NEWS & STORIES



**Senators question why PBMs 'even exist' in  
heated hearing amid push for reform**



**Forbes**

**How Employers Can Hold The Healthcare Industry  
Accountable And Save Money In The Process**



**benefitsPRO**

**Workplace Health Plans Pay Up To 30 Times More  
Than Medicare for Specialty Drugs**



**ENDPOINTS**NEWS

**Senate Judiciary Committee sends five pharma-  
related bills to the floor**



GETTING REAL

**Doctor reveals insurance companies want  
you to 'die as quickly as possible'**



**The New York Post**

"Healthcare companies don't care about you," said Dr. Glaucomflecken grimly.  
"They don't care."

Dr. Glaucomflecken's comments come as health insurance companies raked in a



Watch the  
video on  
TiKTok

massive profit during the COVID-19  
pandemic which cause policy prices to  
soar drastically.

READ THE ARTICLE



## RECOMMENDED READS



- [On Lina Khan Derangement Syndrome](#) (BIG by Matt Stoller)
- [The Lunacy of 340B and Medicare's Inability to Negotiate Drug Prices](#) (Health Care Un-Covered by Wendell Potter)
- [Senator Grassley Plans FCA Amendments Amid 'Absurd' Rulings](#) (Law360)
- [Biden's SOTU Targets Drug Companies, But Misses Opportunity To Challenge Health Insurers And Pharmacy Benefit Managers](#) (Forbes)

### ... And, In Case You Missed It:

The Thursday February 16th Senate Committee on Commerce,  
Science, & Transportation Hearing: **Bringing Transparency and  
Accountability to Pharmacy Benefit Managers**

Click Here to Watch the Hearing Video

**You Might Be A PBM**

if you think an accounting  
degree and a medical  
degree are basically the  
same thing



Help Stop PBM Abuse  
of the American  
Healthcare System

**JOIN THE FIGHT  
TODAY**

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