

2020 Consumer Insights



PRESCRIPTION DRUG PRICING + COVID-19 IMPACT + HEALTHCARE

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Finding 1: Control over prescription drug costs

Finding 2: Rising prescription drug prices

Finding 3: Resources for lowering medication costs

Finding 4: COVID-19 + filling prescriptions

Finding 5: COVID-19 + receiving healthcare services

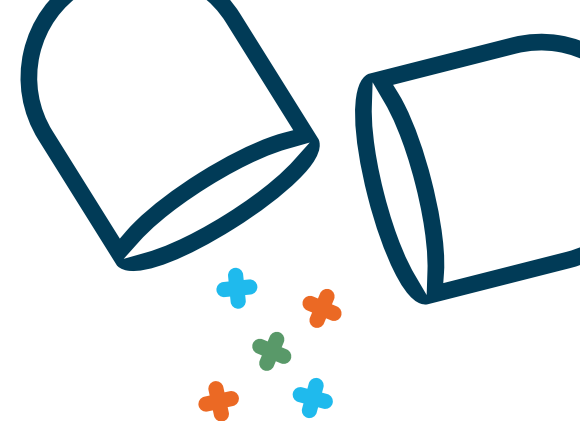
Finding 6: COVID-19 + household incomes

Finding 7: Responsibility for prescription drug affordability

Finding 8: Drug prices in a new presidential administration

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As we usher in 2021 and look back at a year unlike any other, COVID-19 continues to impact every aspect of the healthcare and financial sectors.

Consumers around the country are confronting an uncertain economic climate while also addressing some familiar challenges—including the ever-increasing cost of prescription drugs.

Given the unique dynamics at play right now, Rx Savings Solutions took the opportunity to engage 700 people—all of whom use prescription drugs—and capture a snapshot of current consumer behavior and perceptions. Our survey examines the intersection of COVID-19 and prescription drug affordability and offers some key findings on how people are making decisions on important healthcare matters.

Here's what we've found...

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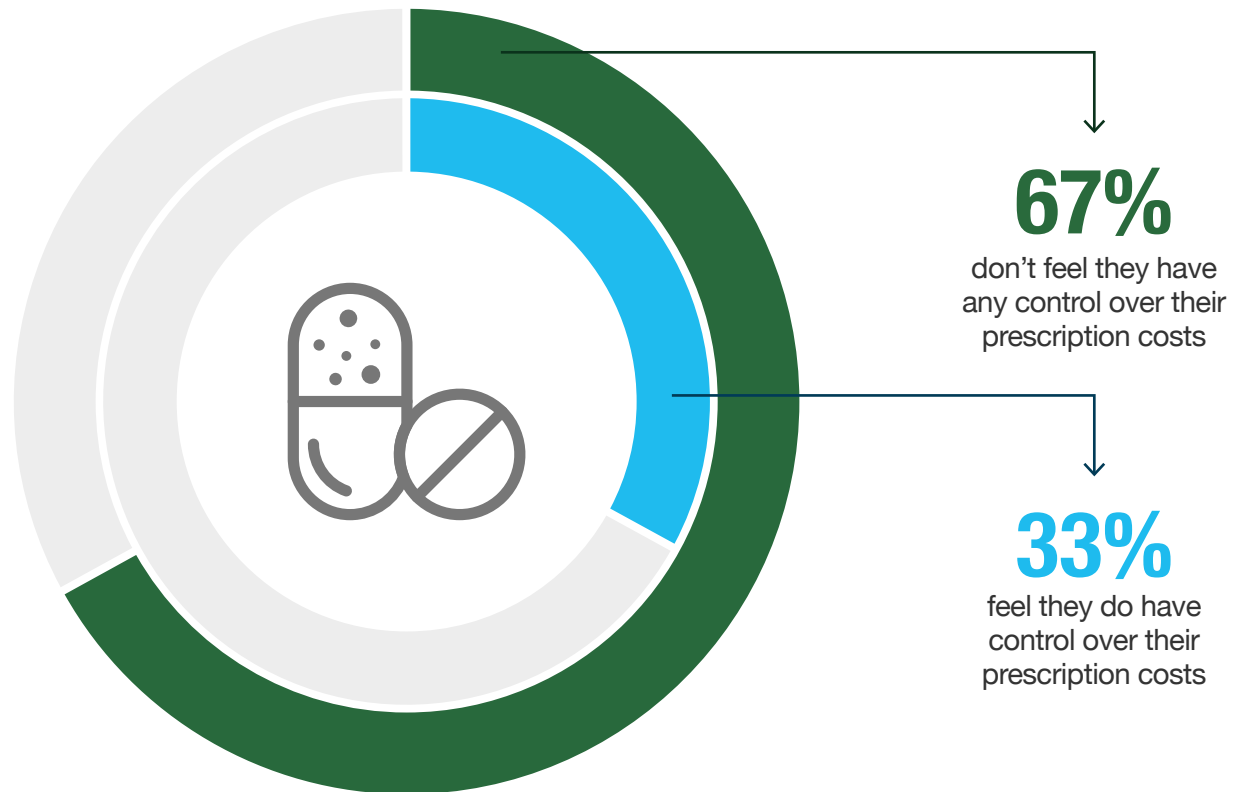
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Finding 1: Consumers feel a lack of control over prescription drug costs.

As prescription drug prices continue to rise¹, consumers face an ongoing struggle with costs and confusion. Even when Americans have insurance, **42% of them still have trouble paying for their prescriptions²**.



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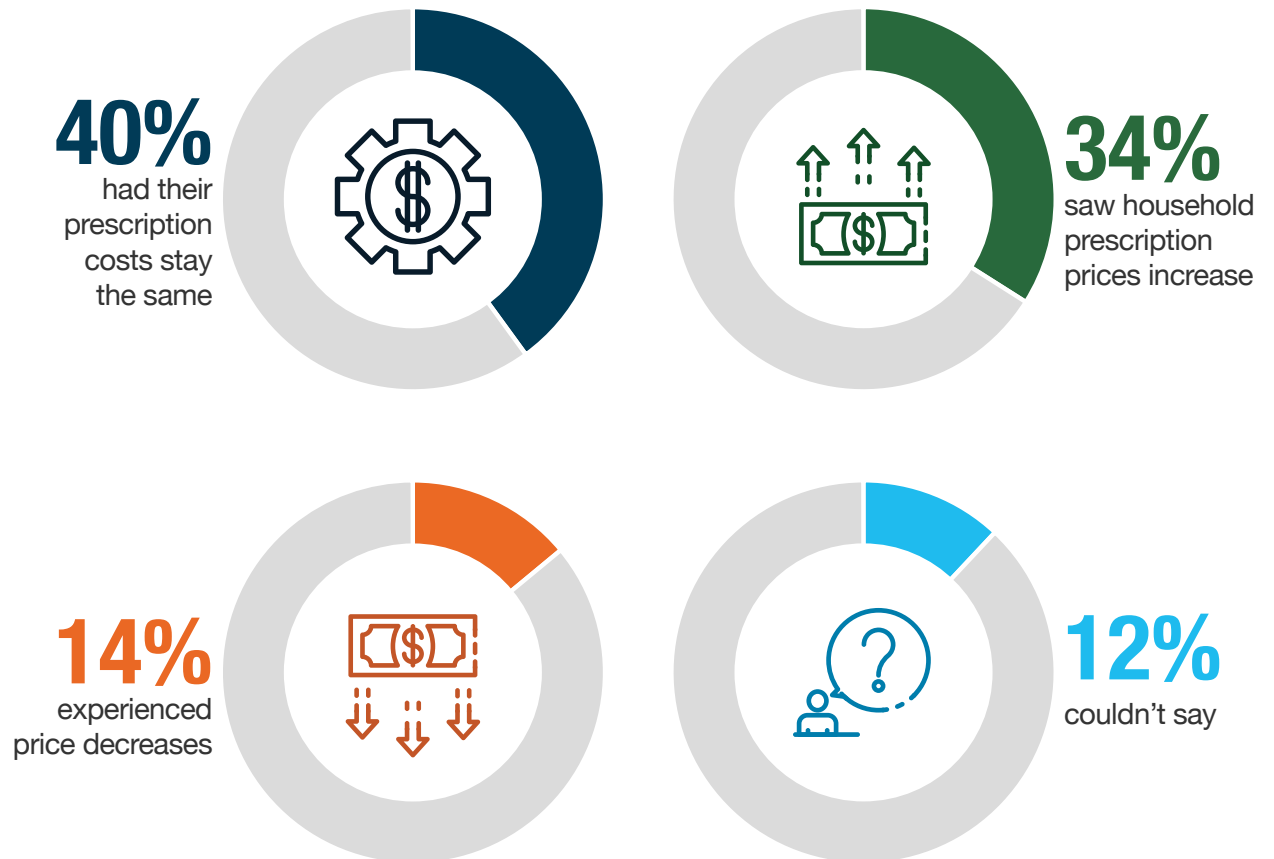
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Finding 2: Most consumers are seeing their prescription drug costs rise—or remain at the same high levels.

Although most annual manufacturer price increases typically affect the list price of a drug—which insured consumers don't necessarily pay¹—many people still saw their out-of-pocket costs increase last year.



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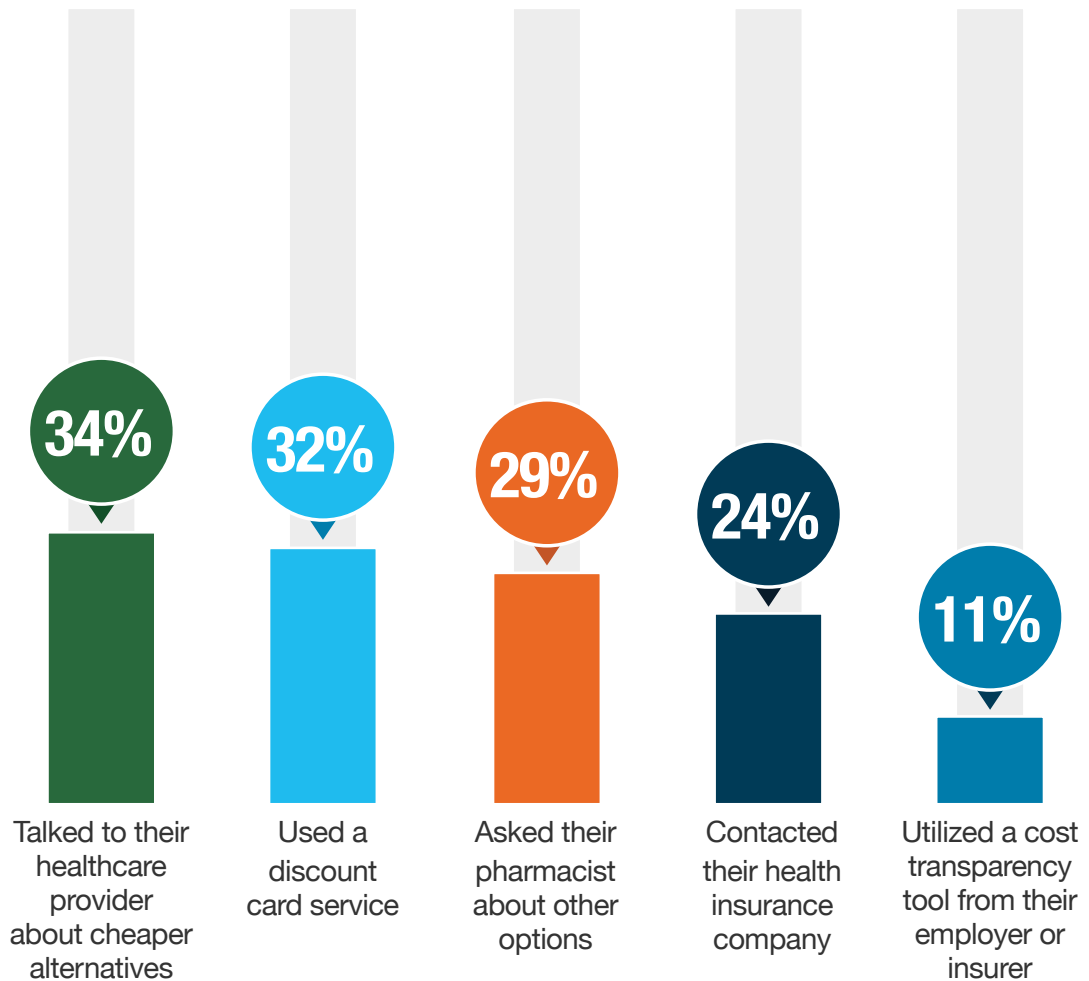
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Finding 3: Consumers are using a variety of resources in attempt to lower their prescription drug costs.

While most people don't feel they have any control over prescription drug costs, it isn't for lack of trying. **More than one-third of respondents consulted their doctor about lower-cost options**, which suggests consumers are becoming more engaged in their healthcare journey.



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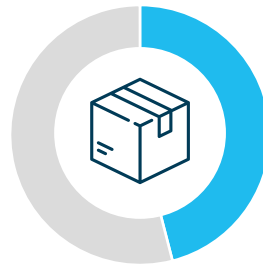
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Finding 4: COVID-19 has influenced how consumers are filling—or in some cases not filling—their prescriptions.

As the pandemic forced more consumers into isolation, many resorted to what seemed to be the safest (and often lower-cost) option—mail-order. While making a smart choice to avoid in-store exposure risks, **some consumers were faced with unforeseen fulfillment barriers, including U.S. Postal Service delays³.**



46%
switched to mail-order
or 90-day fills



25%
skipped or rationed
their fills



15%
asked someone
else to pick up
their prescriptions

31% experienced a medication being out of stock, and **17%** had delays in their mail-order prescription.

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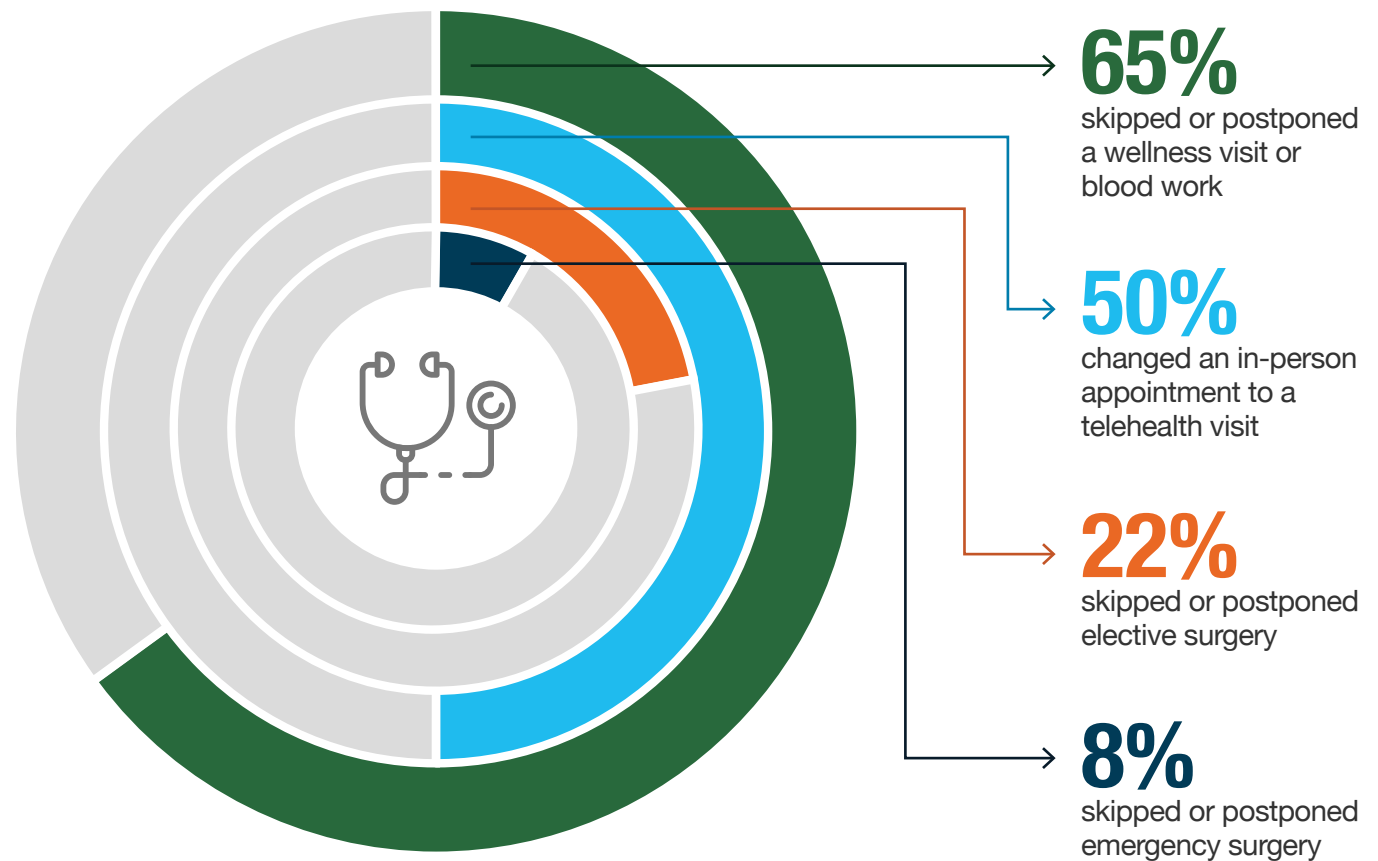
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Finding 5: COVID-19 has impacted how people receive healthcare services.

While the long-term effects of delayed or postponed healthcare due to COVID-19 aren't yet known, current trends show an alarming impact on those with chronic conditions. **The CDC reports that people with obesity, diabetes, heart disease or lung disease are dying at 12 times the rate of the general population due to avoidance of in-person care.**⁴



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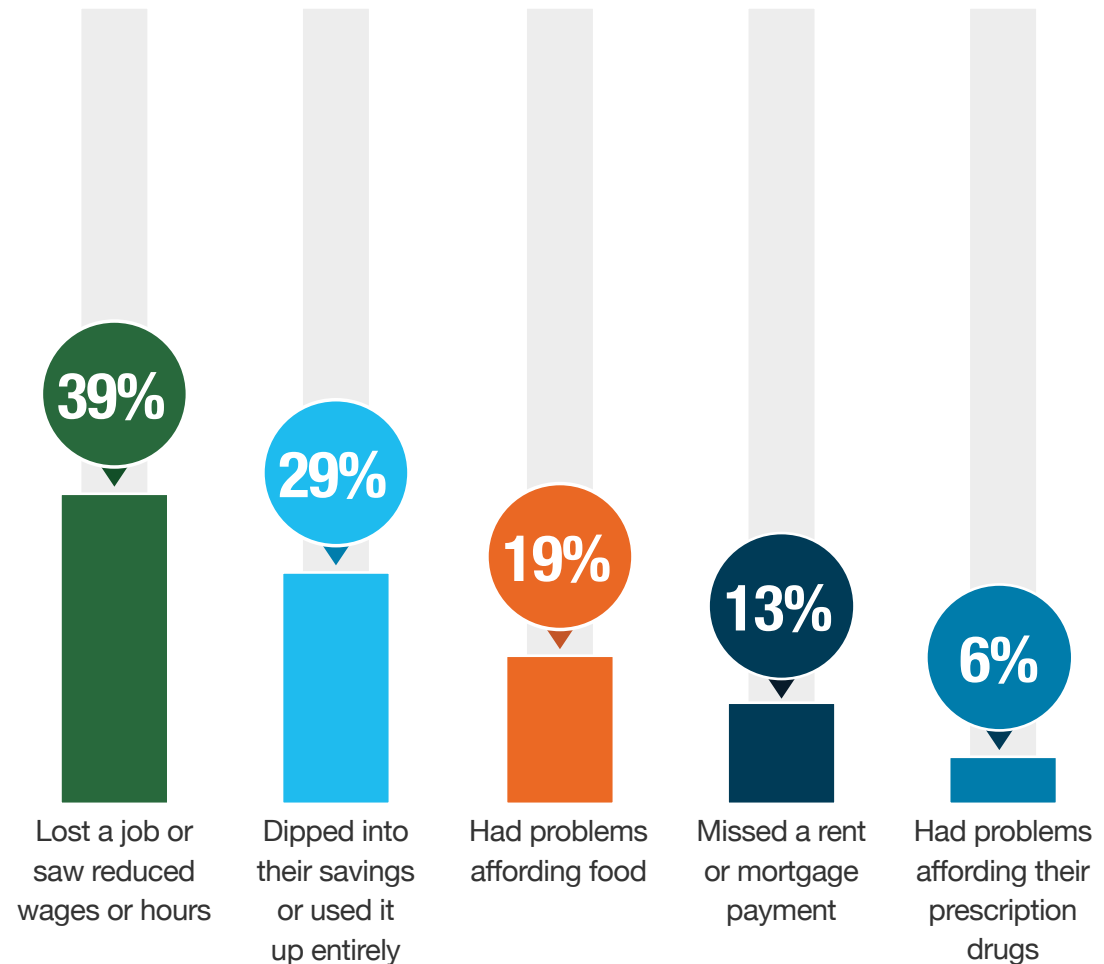
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Finding 6: COVID-19 has had varying detrimental effects and posed serious challenges to household incomes.



36% have looked for ways to pay less for prescriptions due to COVID-19

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Finding 7: Consumers believe the government and pharmaceutical companies should be primarily responsible for making drug prices more affordable.

The complex flow of money, products and rebates makes it difficult to discern what is truly driving up the price of prescription medications. **While the majority of respondents feel the government is primarily responsible for bringing costs down, the reality is far more complex.**

41%
say the
government
is primarily
responsible



40%
think the
pharma industry
is on the hook



14%
look to insurance
companies



5%
look to pharmacy
benefit managers



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Finding 8: Consumers expect their prescription drug prices to go up—or stay the same—under a new presidential administration in 2021.

The last four years in Washington, D.C., have brought a focus on reducing drug costs, with minimal to no results. **A third of respondents are hopeful the price of their prescriptions will go down in 2021, but the majority of consumers expect much of the same.**



38%
don't think anything
will change



32%
expect their prescription
costs to rise



30%
think their prescription drug
prices will go down

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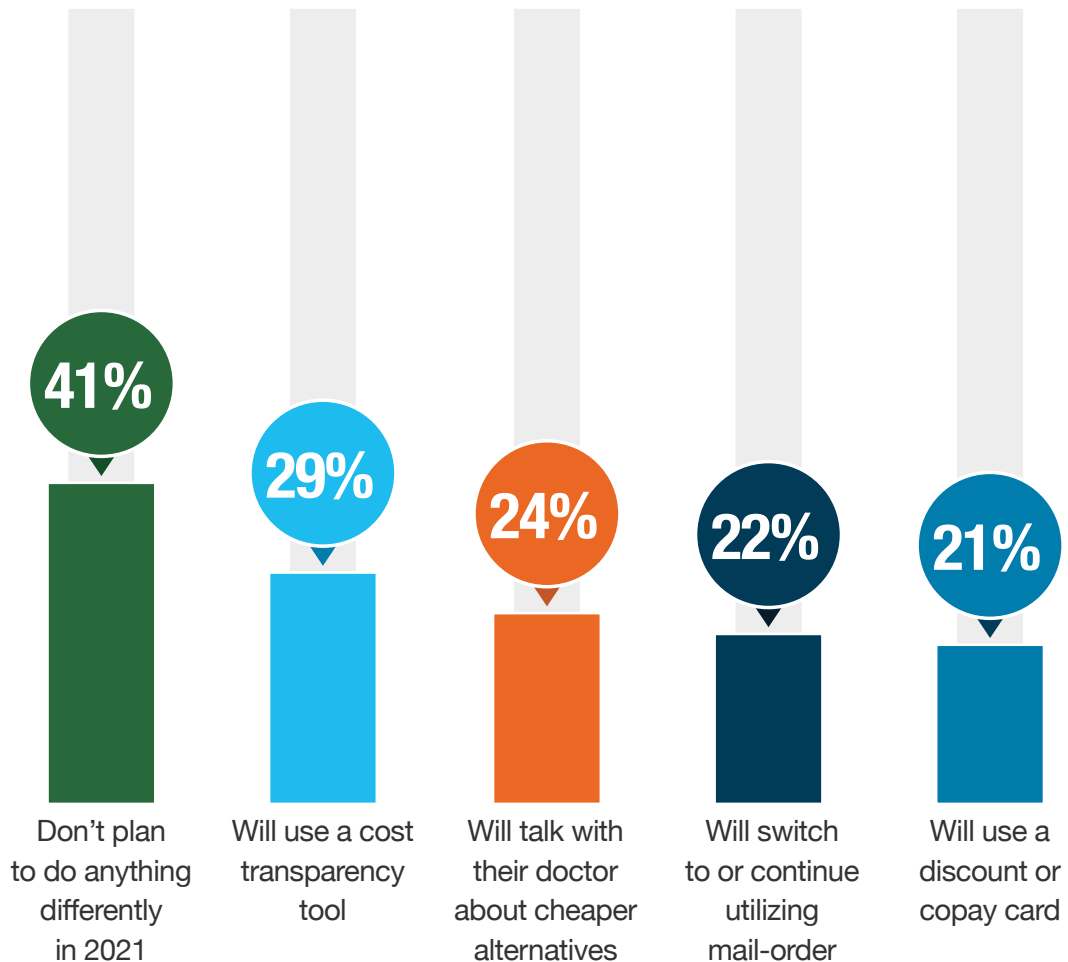
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Finding 9: In 2021, consumers will continue to seek price transparency and lower-cost options for their prescription drugs.

As healthcare consumers increasingly practice self-advocacy, they will continue to seek lower-cost alternatives. **One-third of survey respondents said they plan to utilize a cost transparency tool, a key indicator that consumers are looking to take more control over their prescription drug spending.**



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Methodology

Rx Savings Solutions commissioned a 13-question online survey among a nationally representative sample of 700 U.S. adults ages 18+ that have had a household medication in the previous 12 months. Recipients were not necessarily Rx Savings Solutions members. The margin of error for each sample is +/- 3.77% at the 95% confidence level. The survey was fielded by Survey Monkey Nov. 8-10, 2020.

About Rx Savings Solutions

Founded by a former retail pharmacist, Rx Savings Solutions works on behalf of health plans and self-insured employers to help their members reduce out-of-pocket prescription costs and the plan's pharmacy spend. The solution layers on top of an existing pharmacy benefit and analyzes individual claims to identify and present cost-saving alternatives to each member.

Whenever savings opportunities are found, members are proactively notified through preferred communication channels. They engage with the solution through a personal online portal, mobile app or live, concierge member support provided by certified pharmacy technicians. Rx Savings Solutions currently serves more than 8 million members nationwide.

References

1. Hopkins, Jared S., (2021). Drugmakers Raise Prices 3.3% in the New Year. The Wall Street Journal.
2. Kamal, Rabah, Cox, Cynthia, McDermott Daniel (2019). What are the recent and forecasted trends in prescription drug spending? Health System Tracker; The Peterson Center on Healthcare and KFF (Kaiser Family Foundation).
3. Pflieger, Paige (2020). Postal Service Slowdowns Cause Dangerous Delays in Medication Delivery. Side Effects Public Media and National Public Radio.
4. Czeisler MÉ, Marynak K, Clarke KE, et al. Delay or Avoidance of Medical Care Because of COVID-19–Related Concerns — United States, June 2020. MMWR Morb Mortal Wkly Rep 2020;69:1250–1257.



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