



## SOCIAL / DIGITAL TOOLKIT



This awareness campaign highlights the role that middlemen play in running up the prices that America's patients pay for their generic prescription drugs. The microsite [MarkupMadness.org](https://MarkupMadness.org) highlights egregious markups on generic medicines and provides resources for understanding the problem and achieving solutions that will help level the playing field. Use this social toolkit to help us spread the word through your digital and social media networks.

# #MarkupMadness

# Who's Profiting from Your Prescription?

## #MarkupMadness

### Background

Over the past 10 years generic and biosimilar medicines have saved the U.S. health care system and taxpayers nearly \$2.4 trillion. This campaign uses data to show that middlemen profit-taking jeopardizes this patient savings and access. We have developed this toolkit for AAM members, patient advocacy groups, patients and other champions of the patient savings and access to share these educational materials and AAM's policy solutions.

### Key Takeaway

Patients are benefiting from generic medicines, but middlemen profit-taking threatens sustained patient savings and access.

### Timeline

The campaign launched in March and will run through the end of May 2022.

### How can I help?

- Follow AAM and the Biosimilar Council on Twitter, LinkedIn, Facebook and Instagram:  
@AccessibleMeds  
@BiosimsCouncil
- Retweet, share, like and/or comment on posts from AAM and the Biosimilars Council
- Create your own content with the assets in this toolkit
- Include the campaign description and link to the microsite <https://markupmadness.org> in your communication channels
- Use the following hashtags:  
#MarkupMadness  
#drugprices  
#drugpricing  
#PatientAccess

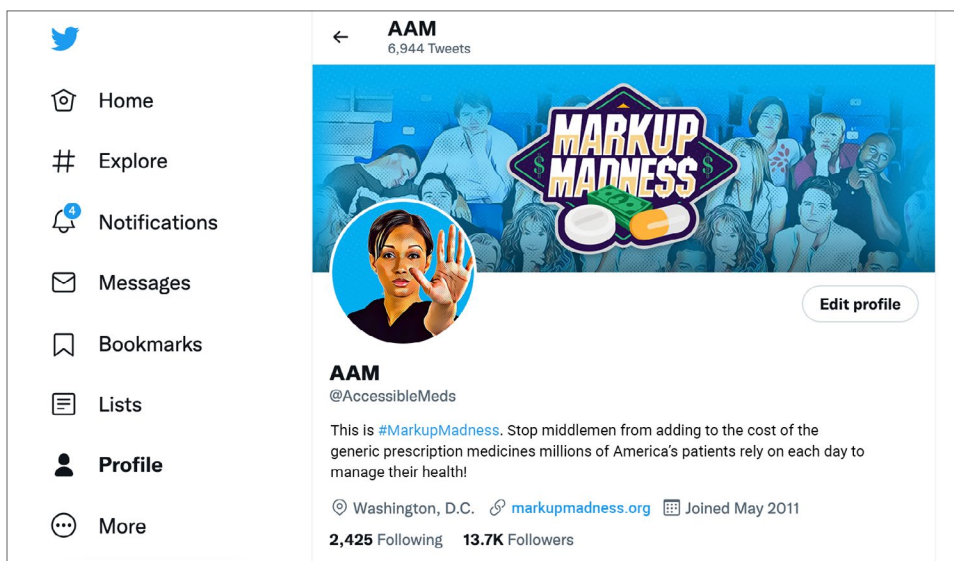
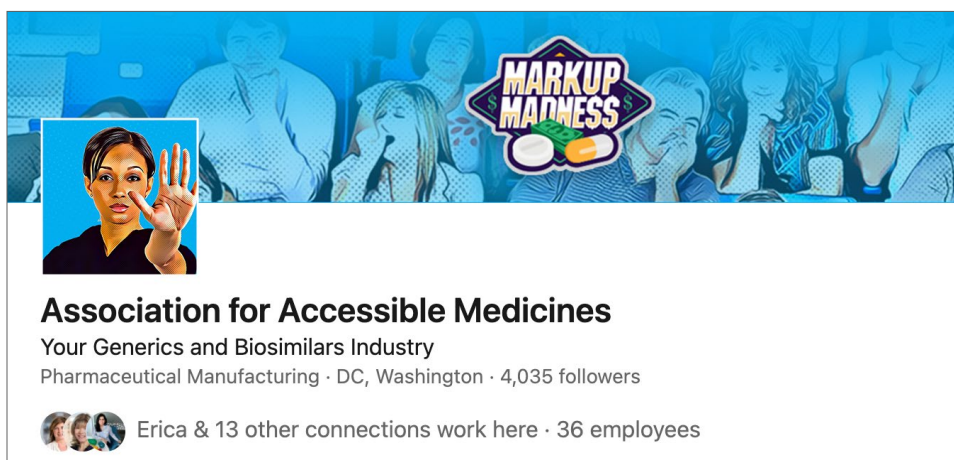
## Community Activation

On April 1, we invite everyone to create a “Twitter Storm” to draw media attention. We are asking that all supporters tweet the same message and change their Twitter or LinkedIn profile cover photo and profile image.

### Social Message

This is [#MarkupMadness](https://markupmadness.org). Stop middlemen from adding to the cost of the generic prescription medicines millions of America’s patients rely on each day to manage their health!

<https://markupmadness.org>



### What content can I share?

All the image assets in this toolkit can be downloaded [here](#).

If you need assistance, please contact AAM Senior Marketing Director Erica Klinger at [Erica.Klinger@accessiblemeds.org](mailto:Erica.Klinger@accessiblemeds.org).

## Email and Website Copy

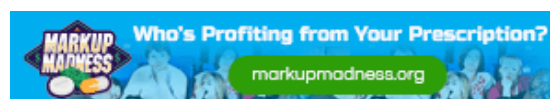
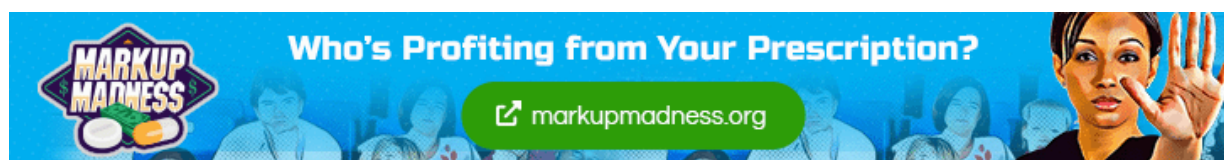
### Middlemen Are Marking Up Your Generics

Take a look at the list of commonly prescribed generic medicines below and note the gap between what generic drug makers charge for their medicines (to others in the supply chain) and what patients might pay if they chose to only use just cash when filling their prescription at the pharmacy. This is [#MarkupMadness](#).

Learn more at <https://markupmadness.org>.

## Display Ads

Feel free to use these banners in standard web and mobile sizes on your website or in your email newsletters. Link to: <https://markupmadness.org>





## General Campaign Social Media Messages



Middlemen profit-taking threatens sustained patient savings and access to generic medicines. That is #MarkupMadness! <https://markupmadness.org> #drugprices #Rx #PatientAccess

Generic drugmakers sell their medicines to other players in the supply chain for a whole lot less than what some patients may pay when they pick up their prescription. That is #MarkUpMadness. <https://markupmadness.org> #drugprices

Rx #MarkupMadness means middlemen win and patients lose. ☹️ <https://markupmadness.org> #drugprices #PatientAccess

If you care about #DrugPrices you should know about #MarkupMadness. <https://markupmadness.org>

## Medicine and Condition Specific Social Media Messages



Generic drugmakers sell Atorvastatin, the generic medicine for Lipitor commonly prescribed to control [#HighCholesterol](#), for only \$1.46. Some patients pay \$46!  
[#MarkupMadness](#) <https://markupmadness.org>



Generic drugmakers sell Omeprazole, the generic medicine for Prilosec commonly prescribed to prevent heartburn and stomach ulcers, for only \$.92. Some patients pay \$74!  
[#MarkupMadness](#) <https://markupmadness.org>



Generic drugmakers sell Metformin, a generic medicine for Glucophage commonly prescribed to diabetes patients, for only \$.46. Some patients pay \$10!  
[#MarkupMadness](#) <https://markupmadness.org>



Generic drugmakers sell Amlodipine, a generic medicine for Norvasc commonly prescribed for [#HighBloodPressure](#) and chest pain, for only \$.36. Some patients pay \$19!  
[#MarkupMadness](#) <https://markupmadness.org>



Generic drugmakers sell Lisinopril, a generic medicine for Qbrelis commonly prescribed for [#HighBloodPressure](#) and [#HeartFailure](#), for only \$.56. Some patients pay \$9!  
[#MarkupMadness](#) <https://markupmadness.org>