



SOCIAL TOOLKIT

Generic Medicines

35th Birthday Celebration

September 24 marks the 35th anniversary of President Reagan signing into law the Hatch-Waxman Amendments, which provided the framework for the modern generic drug industry and created the proper balance between innovation and access in the pharmaceutical ecosystem.

With the intense focus on drug prices among patients, the president, Capitol Hill and the media it is important that we commemorate this day to acknowledge the critical role generic and biosimilar medicines play in reducing drug costs and health care spending.

#hb2generics

HAPPY BIRTHDAY GENERICS!

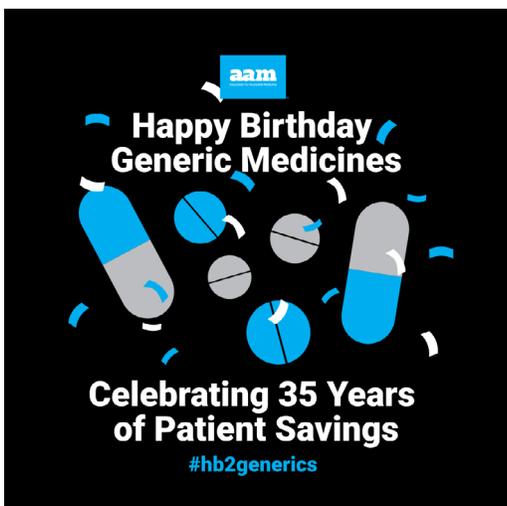
On September 24, join us in celebrating the 35th anniversary of generic medicines. Grab a custom-made Georgetown Cupcake on Capitol Hill from noon until 6:00 p.m. AAM members and key stakeholders will also receive a box of cupcakes at their offices.

AAM encourages everyone to take a celebratory photo with a cupcake (or we welcome your creative ideas) and post on social media using the hashtag #hb2generics. The more people who post photos with this hashtag, the more we can collectively raise awareness of the tremendous savings generic medicines have provided patients over the past 35 years.

- Primary Hashtag: [#hb2generics](#)
- Secondary Hashtags: [#generics](#) [#HW35](#) [#GRxBiosimsSavingsReport](#) [#DoesntAddUp](#)
- Tagging: [@accessiblemeds](#)
- Event page: [accessiblemeds.org/events/generic-medicines-35th-birthday-celebration](https://www.accessiblemeds.org/events/generic-medicines-35th-birthday-celebration)
- Facebook event: <https://www.facebook.com/events/1310822735763658/>

PHOTOS/IMAGES

1. Post your cupcake or birthday-themed photo in social media on Sept 24 w/ #hb2generics.
2. Copy the provided text from AAM or customize your own message. Make it fun!
3. If you don't have a photo, click any image below to download images from Dropbox.



MESSAGES

Copy and paste the messaging below to share in your social networks.
Feel free to customize.

Remember to include the hashtag [#hb2generics](#) in your tweets and tag [@accessiblemeds](#) in all posts so we can share your message!



TWITTER

- Celebrating the 35th anniversary of @RonaldReagan signing the Hatch-Waxman Amendments into law. Happy Birthday to generic medicines! Learn more: <http://bit.ly/GenericsBday> **#hb2generics #HW35 #generics @accessiblemeds @WaxmanClimate @OrrinHatch**
- Grab a free cupcake on Capitol Hill today from noon to 6 pm to celebrate 35 years of generic savings! <http://bit.ly/CaseForCompetition> **#hb2generics #GRxBiosimsSavingsReport #generics @accessiblemeds @WaxmanClimate @OrrinHatch**
- Generic Medicines: 35 years of savings and growing! View the savings in your state @accessiblemeds: <http://bit.ly/CaseForCompetition> **#hb2generics #generics #GRxBiosimsSavingsReport @accessiblemeds @WaxmanClimate @OrrinHatch**



FACEBOOK / LINKEDIN

- Today is the 35th anniversary of President Reagan signing into law the Hatch-Waxman Amendments, which provided the framework for the affordable FDA-approved generics we use today. Learn more: <http://bit.ly/GenericsBday> **#hb2generics** [tag @accessiblemeds]
- Today, September 24, marks the 35th anniversary of the Hatch-Waxman Amendments which provide the framework for the modern generic drug industry and created the proper balance between innovation and access in the pharmaceutical ecosystem. <http://bit.ly/CaseForCompetition> **#hb2generics** [tag @accessiblemeds]
- Generic Medicines: 35 years of savings and growing! Learn more: <http://bit.ly/CaseForCompetition> **#hb2generics** [tag @accessiblemeds]



INSTAGRAM

- Happy birthday to generic medicines! Thank you for 35 years of savings for America's patients. **#hb2generics #Generics #happybirthday** [tag @accessiblemeds @senatororrinhatch]
- Today we celebrate the 35th anniversary of generic medicines and the trillions of savings for patients! **#hb2generics #Generics #hb2u** [tag @accessiblemeds@senatororrinhatch]

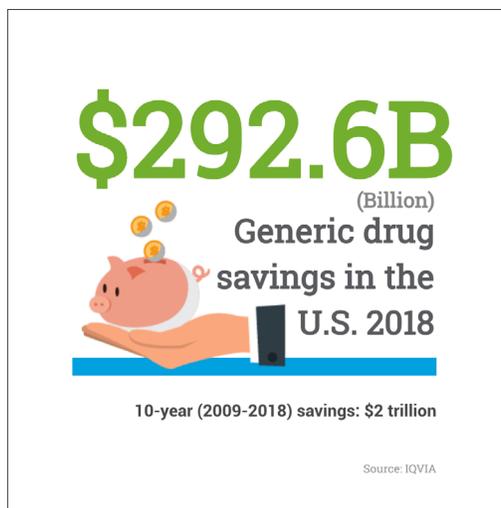
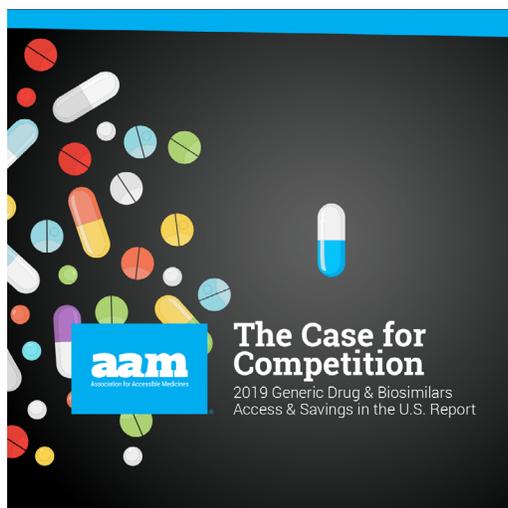
GENERIC SAVINGS

On September 24, AAM is also releasing the full print version of the industry's annual [Access & Savings Report](#), which this year is subtitled: The Case for Competition. The report provides topline data on how much money patients and taxpayers have saved by taking generic medicines instead of expensive brands. **In the last decade, the generic savings have totaled \$2 trillion and growing.** More than 4 billion generic prescriptions were filled across the United States in 2018. That's 90 percent of dispensed prescriptions, up from 75 percent in 2009.

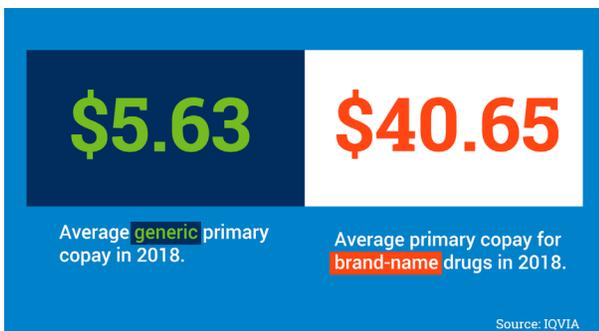
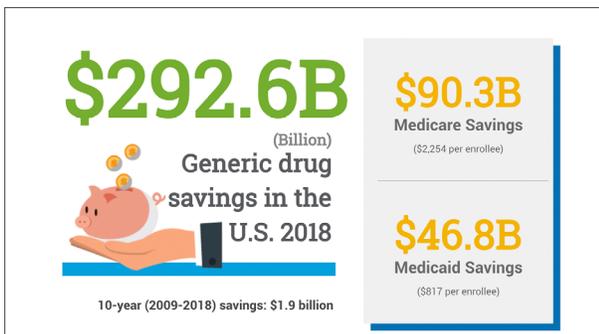
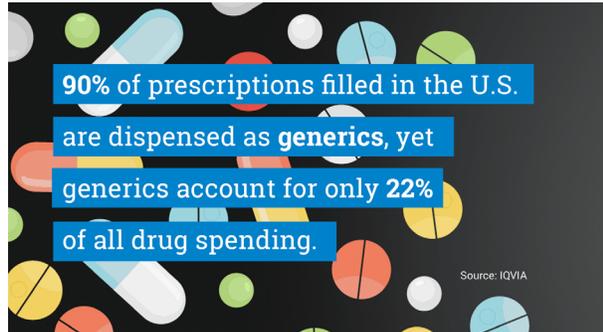
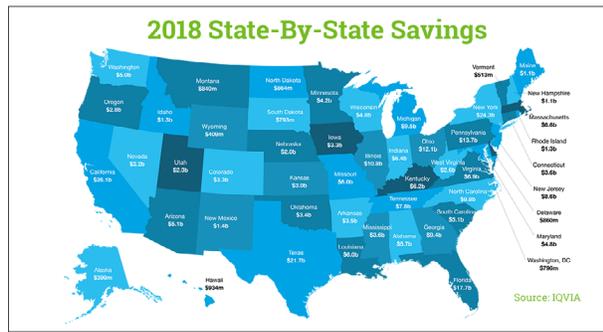
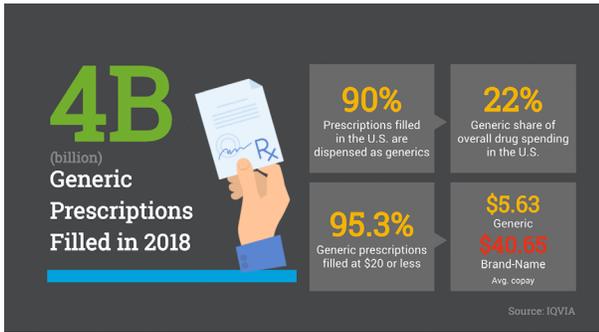
- Primary Hashtag: [#GRxBiosimsSavingsReport](#)
- Secondary Hashtags: [#hb2generics](#) [#generics](#) [#biosimilars](#)
- Savings Report URL: <http://rxaccessreport.us>

SOCIAL SHARING IMAGES

1. Post images in social media with [#GRxBiosimsSavingsReport](#).
2. Copy the provided text from AAM or customize your own message.
3. Click on the image below to download all social sharing images from Dropbox.



IMAGES



If you need assistance, please contact AAM Marketing Director Erica Klinger at: Erica.Klinger@accessiblemeds.org

DOESN'T ADD UP CAMPAIGN

The birthday celebration and savings report are part of the AAM Doesn't Add Up campaign, which focuses attention on generic prices falling while consumer costs rise.

- Hashtag: [#DoesntAddUp](#)
- AAM microsite: <http://doesntaddup.com> (launching end of September)



STAY IN THE KNOW

Find legislation in your area and send a message to your lawmaker to protect your access to affordable generic and biosimilar medicines.

- AAM website: accessiblemeds.org
- AAM Action Center: takeaction.accessiblemeds.org

FOLLOW AAM ON SOCIAL MEDIA

- Twitter [@accessiblemeds](https://twitter.com/accessiblemeds)
- Facebook [@accessiblemeds](https://facebook.com/accessiblemeds)
- Instagram [@accessiblemeds](https://instagram.com/accessiblemeds)
- LinkedIn

FOLLOW THE BIOSIMILARS COUNCIL

- Biosimilars Council website: biosimilarscouncil.org/
- Twitter [@BiosimsCouncil](https://twitter.com/BiosimsCouncil)
- Facebook [@BiosimsCouncil](https://facebook.com/BiosimsCouncil)
- LinkedIn

Contact Us

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