



HealthPolCom Case Study

Ballot Initiatives to Require Pharmaceutical Discounts

Situation: Pharmaceutical industry representatives needed help explaining to stakeholder groups and opinion leaders the substance of two competing ballot initiatives that would have created mandatory discounted medicine programs for low-income individuals.

Actions: Wrote documents explaining the effects of the two ballot initiatives for key stakeholder groups. One of the key audiences for these materials was Veterans because one of the initiatives would have undermined the discounts that the VA's healthcare system received from pharmaceutical companies.

Worked with industry and stakeholder advocates to disseminate the information in these documents.

Outcome: A large statewide Veterans' organization published a column supporting one of the initiatives and opposing the other. (["Implications of pharmaceutical ballot propositions for veterans."](#))

Because of apparent voter confusion about the competing ballot initiatives, neither received a majority of votes.