

***RazorMetrics***<sup>TM</sup>

**Little Orange Book  
of Drug Statistics**

2023

RazorMetrics conducts an annual consumer survey each year to capture general attitudes among Americans about drug costs and accessibility. The survey was conducted through Pollfish, using a random sampling method of 1000 adults (18 years and older). The participants were asked 12 questions about their perceptions of drug costs and other related questions. The questions were developed internally by experienced technology professionals and statisticians.

## The Findings

We uncovered some findings that were surprising. The only employment group that reported that their medication was too expensive was the salaried employment group, which is the only group that gets their insurance from their employer.

**Medication  
Is  
Perceived  
as Too  
Expensive.**



**1/4**

left their prescription  
un-filled when the cost was  
too high.



Dr. Mohan on the difficulty of prescribing the lowest cost medication...

“I see this daily. A patient will call, very upset, after going to the pharmacy and hearing how much the medication will cost. We do the research in our clinic to prescribe the lowest-cost option, but every person’s formulary is different. The pharmacy they go to matters. There are a lot of variables. We get on the phone with the pharmacy to test out the cost of each option. It’s slow going. Health insurers also offer apps and websites, but this often adds confusion to the process. There is a better way to prescribe than trial and error.”

# People Want Physician Switches

83%

want their doctor or  
healthcare provider to  
automatically switch their  
prescription to a lower-cost  
alternative.

# People Prefer Their Physicians



57%

of people call their physician first and not the pharmacy or health plan for medication cost help.

# People Trust Generics



85%

of people feel generic drugs  
are just as effective as brand  
drugs.

# People Trust Physician- Led Drug Switches



**9** *out of* **10**

will pick up a new medication  
and use it when originating  
from their own physician.



# Better for Health Plans



83%

would have a more favorable opinion of their health plan or insurance if it offered a lower cost drug benefit.

# Better for Physicians



78%

would offer a more favorable opinion of their health provider if they automatically prescribed a lower cost drug.

## 3 Takeaways

Whether employers use a health insurance company or self-funds, they have more options than they may realize to control drug costs for their employees.

1. A Drug Benefit Program is a great way to get the the savings members and employees are asking for.
2. Offering a drug benefit solution could improve satisfaction scores.
3. Going through the physician is clearly the best method of driving this change.



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