

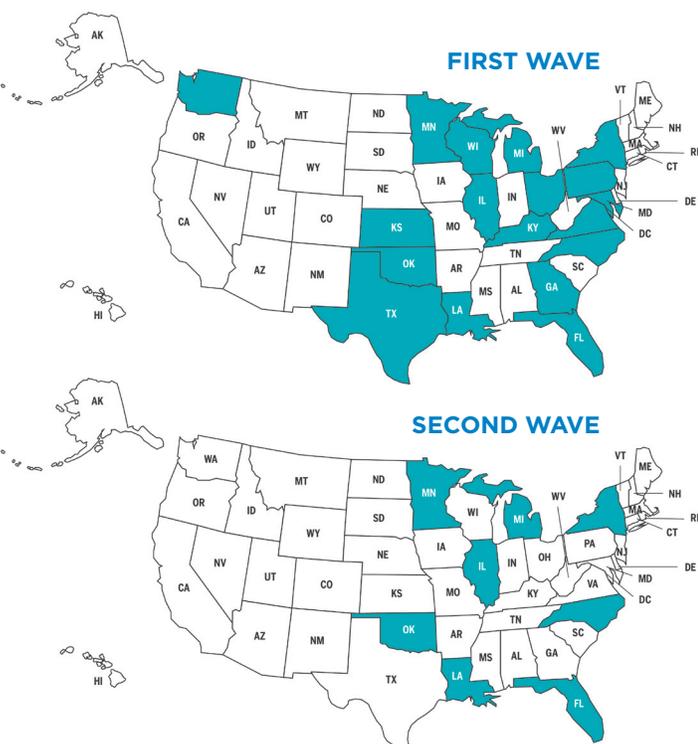
# The Truth Campaign

In anticipation of the landmark Supreme Court ruling last year, which allowed states to regulate pharmacy benefit managers, PCMA, their powerful lobbying group, launched a multi-state disinformation campaign blaming independent pharmacies for the high cost of drugs. In response, NCPA launched a counterattack called The Truth campaign.

The strategy is to educate state lawmakers, regulators, and senior citizens on how PBMs operate in the shadows to manipulate drug costs, steer patients to their own pharmacies, and squeeze independent pharmacies with backdoor fees to pad their profits. We targeted 18 states and the District of Columbia with digital and video ads on the internet and social media.

The 12-week campaign was divided into two phases: the first phase focused on education, and the second phase focused on getting the people we educated to write letters to their state representatives and demand some controls on the PBMs. We served millions of ads, reached hundreds of thousands of people, and recruited thousands of new patient advocates for community pharmacy, and generated thousands of letters to lawmakers.

We're staying on offense. The next wave of the campaign will commence in the next few days. We'll be targeting eight states where we think the campaign can potentially sway lawmakers who are considering important legislation this session. That wave of the campaign will last approximately through June.



## VIDEO AD PERFORMANCE

### Impressions

Adults 65+:	543,775
<b>Legislators + Regulators:</b>	<b>1,994,591</b>
Total:	2,538,366

### Clicks

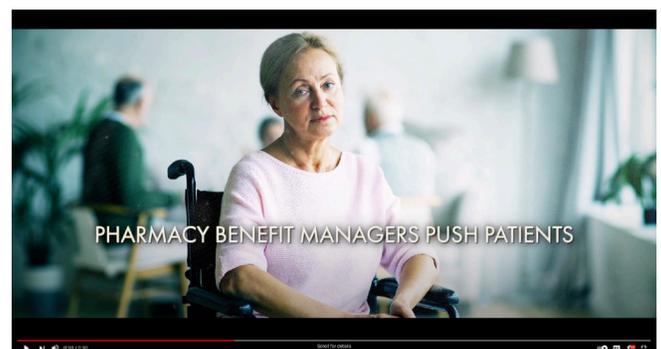
Adults 65+:	2,038
<b>Legislators + Regulators:</b>	<b>12,222</b>
Total:	14,260

### Overall Click Through Rate (CTR\*): .56

CTR for Seniors .27

**CTR for Legislators/Regulators .61**

\*CTR is a ratio of the people who saw the ads and then clicked on them to get more information. A higher CTR indicates an effective message that motivated users to take an action.



**Note:** Data reflects video ad performance since Monday, February 8, 2021

## PHASE 2 - ACQUISITION & ACTIVATION



Protect your access to safe and affordable medicine.

Digital display and video ads targeting people who engaged with the content in Phase 1. Goal is to drive them to the Fight4Rx platform and get them to contact

their state representatives. This phase concluded April 12. We expect to resume the campaign in May.

### Results:

115,000 impressions

31,000 clicks

**10,693 advocates converted**

**27,141 letters sent to lawmakers**