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# How to Tell Your Story (and Get Your Story Told)

**NCPA 2018 Annual Convention**

Scott Brunner  
Antonio Ciaccia  
Nate Hux, RPh

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## Disclosures

Scott Brunner, Antonio Ciaccia, and Nate Hux declare no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

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## Learning Objectives

1. Explain what motivates reporters, what might make a good news story, and how to engage local media.
2. Discuss best practices for building media relationships and becoming a subject matter expert.

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## Panel Discussion

Antonio Ciaccia, Director of Government and Public Affairs, Ohio Pharmacists Association, Columbus, Ohio

Nate Hux, RPh, Pickerington Pharmacy, Pickerington, Ohio

Scott Brunner, CAE, Senior Vice President of Communications, National Community Pharmacists Association, Alexandria, Va.

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# Ohio bans drug-cost 'gag orders'

By Catherine Candisky and Darrel Rowland  
The Columbus Dispatch

State regulators ordered health insurers and their pharmacy benefit managers Wednesday to enforcement of gag preventing pharmacists from informing consumers of the lowest drug available.

In addition, the Ohio Department of insurance

prohibited charging consumers more for their prescription medication than it would cost if they paid without

## State demands data, fair drug pricing

**W**hen enough people are screaming loud enough, government of state, government can move quickly. That was demonstrated last week when the Ohio Department of Insurance and the Department of Health announced they would require all pharmacy benefit managers to disclose the lowest drug available to consumers. The new rule is part of a broader effort to increase transparency in the pharmaceutical industry and to ensure that consumers are getting the best deal on their prescriptions.

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# Drug prices driven by middlemen

By Lucas Sullivan  
The Columbus Dispatch

The East Side pharmacist is ready to about the names of his cost before they walk the door of his store and brightly lit pharmacy.

MEDICAID / OHIO

## CVS allegedly squeezing retailers

By Catherine Candisky and Marty Schladt  
The Columbus Dispatch

Pharmacy giant CVS stands accused of overcharging Ohio taxpayers in an attempt to

that CVS flatly denies. Bottom line: The company allegedly boosts its profits by overcharging insurers for medications while often reimbursing pharmacists less than the cost of the drugs, critics say.

pharmacies in the Buckeye State have been dropping like flies, and state regulators are looking at ways to bring more transparency to a Medicaid benefits management system.

pharmacies right now is in high-Medicaid areas," said Antonio Ciaccia of the Ohio Pharmacists Association. He noted that 105 Ohio pharmacies have shuttered in the past two years.

## Stop soaking taxpayers for Medicaid drugs

**D**id you know that for every 60-mg caplet of duloxetine dispensed in Ohio through a Medicaid-contracted managed-care company, taxpayers pay a middleman \$1.54, but the middleman passes only about 18 cents of that to the pharmacy that supplies the drug and pockets the \$1.36 difference? Sen. Bill Coley, R-West

less than they receive from Medicaid and pocketing the difference. But the state can make sure it ends, by setting limits on how much a PBM can profit from each prescription. House Bill 470, which has had one hearing, would address another abuse: when PBMs stick Medicaid patients with drug co-pays that are higher than the

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