

Here are this week's health care news highlights from AskaPatient:

- Tyson recalls millions of pounds of chicken strips over metal contamination concerns. <http://ow.ly/DHiz30oDSNy> (05-06-19)
- Young Oklahoma man tears neck artery and has a stroke from cracking his neck. <http://ow.ly/sbWM30oDSSx> (05-06-19)
- 'Longevity gene' extends lifespan by allowing for more efficient repair of damaged DNA. <http://ow.ly/S9Vi30oDSX9> (05-06-19)
- Employer-based health plan deductibles have quadrupled over the last 12 years, making many sacrifice health for livelihood. <http://ow.ly/eXNO30oDT4I> (05-07-19)
- FDA researchers say further safety testing is needed after finding high levels of sunscreen ingredients in the bloodstream. <http://ow.ly/kPqS30oEO3k> (05-07-19)
- Synthetic protein differentiates between healthy and overly active cells for potential cancer treatment. <http://ow.ly/GOdm30oEO43> (05-07-19)
- UGA study identifies lifestyle and environmental factors, including food additives, that lead to hardening of arteries. <http://ow.ly/eph630oEO4O> (05-08-19)
- Women who eat a diet rich in nuts during the first trimester of pregnancy improves neurodevelopment of child. <http://ow.ly/OuVs30oFxiH> (05-08-19)
- J&J agrees to pay \$1 billion over lawsuits claiming they sold defective hip replacements. <http://ow.ly/KFxZ30oFxiY> (05-08-19)
- Fibromyalgia pain is dramatically reduced with medication that targets insulin resistance in preliminary study. <http://ow.ly/Obyb30oFxiS> (05-09-19)
- Trump admin finalizes rule requiring drug companies to disclose list prices of prescription drugs in TV ads. <http://ow.ly/xd4j30oGcQ8> (05-09-19) (see related article below.)
- Challenging the metabolism of certain cells reprograms them to fight a range of disorders from infection to cancer. <http://ow.ly/7Krf30oGdcB> (05-09-19)
- Study of thousands of documents reveals that Coca-Cola has the power to suppress unfavorable study findings. <http://ow.ly/HwQf30oGdh4> (05-10-19)
- Broccoli sprout compound can restore chemical imbalances in the brain linked to schizophrenia. <http://ow.ly/LupO30oGZW0> (05-10-19)
- Anger is worse for seniors' health than sadness, leading to chronic illnesses, whereas sadness does not. <http://ow.ly/rxwQ30oGZXG> (05-10-19)
- Doctors may need to treat many statin users more aggressively to help patients reach safe levels of "bad" cholesterol. <http://ow.ly/FZ1G30oH00c> (05-11-19)

From AskaPatient: Drug Prices to Be Revealed in TV Commercials

On Friday, the Health and Human Services Department (HHS) announced a plan to require drug pricing transparency in direct-to-consumer advertising. (See the [May 10, 2019 Federal register announcement](#)). **Under the plan, television commercials for prescription drugs that are reimbursed by Medicare or Medicaid will need to include the list price if the drug costs more than \$35 for a month's supply.**

Kaiser Health News provides some sample monthly list prices for heavily advertised drugs: Humira (\$5,846); Xeljanz (\$4,914); Lyrica (\$1,070); Cosentyx (\$11,309); Taltz (\$6,193); Chantix (\$515). Consumers might be surprised at how expensive these drugs are.

Given that drug prices have been escalating in recent years, perhaps improved transparency will help control price spikes. The pharmaceutical industry, which is opposed to the new plan, points out that the "point-of-sale" out-of-pocket cost for patients is often lower than list price. Nevertheless, insurance payouts and taxpayer-funded government payouts by Medicare and Medicaid are affected by list prices.

Physicians and consumers would, for the most part, prefer that prescription drugs NOT be marketed directly to consumers. Since a ban on such advertisements is not likely anytime soon in the U.S., at a minimum they want transparency and clarity in drug commercials. Here are some related polls from our web site. Click link to read poll results, comments, and links to related articles.

- A 2014 poll suggested most people do not think that pharmaceutical industry should be allowed to produce direct-to-consumer ads in the first place. <https://www.askapatient.com/resources/healthcarepoll.asp?PollID=56>
- Another 2014 poll revealed that 70% of respondents found television commercials for prescription drugs to be confusing or misleading. <https://www.askapatient.com/resources/healthcarepoll.asp?PollID=60>
- A 2017 poll asked respondents about a proposal to allow abbreviated risk warnings in TV commercials. <https://www.askapatient.com/resources/healthcarepoll.asp?PollID=75>
- In our Fall 2019 poll, 90% of respondents thought it was a good idea to include drug prices in television commercials. <https://www.askapatient.com/resources/healthcarepoll.asp?PollID=78>

Contact AskaPatient at admin@askapatient.com

Subscribe or visit us at <https://www.askapatient.com>

Send newsletter feedback or suggestions to AskaPatientNews@askapatient.com

[unsubscribe from this list](#)



Copyright © **|CURRENT_YEAR|** AskaPatient ®