



## MEDIA ADVISORY

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### **Government Officials, Community Leaders Invited to Come Together to Examine the Rising Cost of Healthcare**

*Teva Pharmaceuticals Hosting Local Roundtable as part of  
the Year of Affordable Healthcare Campaign*

PHILADELPHIA, PA – JULY 23, 2009 – According to Families USA, health insurance premiums in Pennsylvania increased by 86.2% between 2000 and 2007. In an effort to bring awareness to the healthcare issues facing everyday Americans, Teva Pharmaceuticals USA, the leading generic pharmaceutical company, is hosting a roundtable forum on July 30, 2009 to discuss increasing healthcare access. The event will be the last in a series of roundtables being hosted across the country as part of the company's Year of Affordable Healthcare Campaign ([www.yearofaffordablehealth.com](http://www.yearofaffordablehealth.com)).

Media are invited to join Philadelphia-area government officials, thought leaders, and patients who will be discussing the need for more affordable healthcare and medicine. The event will be moderated by Pam Gilbert, Partner at Cuneo Gilbert & LaDuca and former Executive Director of the Consumer Product Safety Commission.

**Who:**

- **Thomas Snedden**, Director, Pennsylvania Pharmaceutical Assistance Contract for the Elderly
- **Pat Halpin-Murphy**, President and Founder, Pennsylvania Breast Cancer Coalition
- **Dr. Janet Young**, Medical Director, Greater Philadelphia Health Action, Inc.
- **Donna Duncan**, Executive Director, Philadelphia's Linda Creed Breast Cancer Foundation
- A representative from AARP (*invited*)

**When:** July 30, 2009 at 10:30 a.m.-12:00 p.m.

**Where:** The Hub Cira Centre, 2929 Arch Street, Mezzanine Level, Philadelphia, PA 19104

**About the Year of Affordable Healthcare:** The Year of Affordable Healthcare campaign ([www.yearofaffordablehealth.com](http://www.yearofaffordablehealth.com)) is a nationwide call for increased access to affordable healthcare for American citizens. The program coincides with the 25th anniversary of the landmark Hatch-Waxman Act, which created the modern generic pharmaceutical industry and has saved billions of healthcare dollars.

**About Teva USA:** Teva Pharmaceutical Industries Ltd., headquartered in Israel, is among the top 20 pharmaceutical companies in the world and is the world's leading generic pharmaceutical company. The Company develops, manufactures and markets generic and innovative human pharmaceuticals and active pharmaceutical ingredients, as well as animal health pharmaceutical products. Over 80 percent of Teva's sales are in North America and Europe.