



Poll Finds Downturn Forcing Americans to Cut Back on Healthcare

Many patients skipping dosages, Americans using more generics than ever before, particularly as a way to confront current economic crisis

WASHINGTON, February 10, 2009 – Teva Pharmaceuticals, as part of its national education campaign, Year of Affordable Healthcare, today released a national survey that finds one in every five Americans is cutting back on healthcare, even skipping doses of medicines, due to the economic crisis. An overwhelming majority of those polled (85%) said that using generic medicines would help the economy by letting families keep more of their own money.

More than 75% of the adults surveyed felt that the cost of prescriptions was too high and cited the need for more affordable medications as very important in their daily lives. Specifically, 85% of adults said they support reforming the American health care system by increasing the use of generic prescription medications to reduce medical costs. Given the trying economic environment, more adults were likely to take generics now than in the past, and nine out of ten polled said they were comfortable taking generics. These findings are released as Congress and the new administration consider ways to reform health care in the United States, including legislation that would allow for generic versions of costly, biologic products, which treat ailments like cancer and arthritis, to enter the market. Biologics can be more than twenty times more expensive than traditional pharmaceutical products.

“With the economy affecting so many American families, it’s vital that the new Administration and Congress take action to bring more affordable healthcare to the public,” said William S. Marth, President and CEO of Teva North America.

The survey highlights show healthcare spending is impacted by the worsening economy, revealing that 9% percent of Americans are skipping their doses and restructuring their health care benefits packages. When asked specifically about their health care decisions, the national survey of public sentiment found that a majority of adults have reduced their spending in positive ways, such as choosing generic medicines over their name-brand counterparts, or taking better care of themselves. However, some behaviors were more ominous:

- 19% said they had gone without medical attention for an illness or injury
- 12% said they had taken a reduced dosage of a prescription to make it last longer
- 9% said they had forgone a prescription medicine altogether

About Benenson Strategy Group

The Benenson Strategy Group is a nationally recognized strategic research and consulting firm founded in 2001. Peter Brodnitz was named “Pollster of the Year” in 2007 by the American Association of Political Consultants – a bi-partisan award given to one pollster per election year.



YEAR of
AFFORDABLE
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PRESS RELEASE

The Benenson Strategy Group's clients include Governor Tim Kaine (VA), Senator Jim Webb (VA), and Barack Obama's campaign for President.

About Teva

Teva USA is a wholly-owned subsidiary of Teva Pharmaceutical Industries Ltd., one of the largest generic pharmaceutical companies in the world and among the top 20 pharmaceutical companies.