

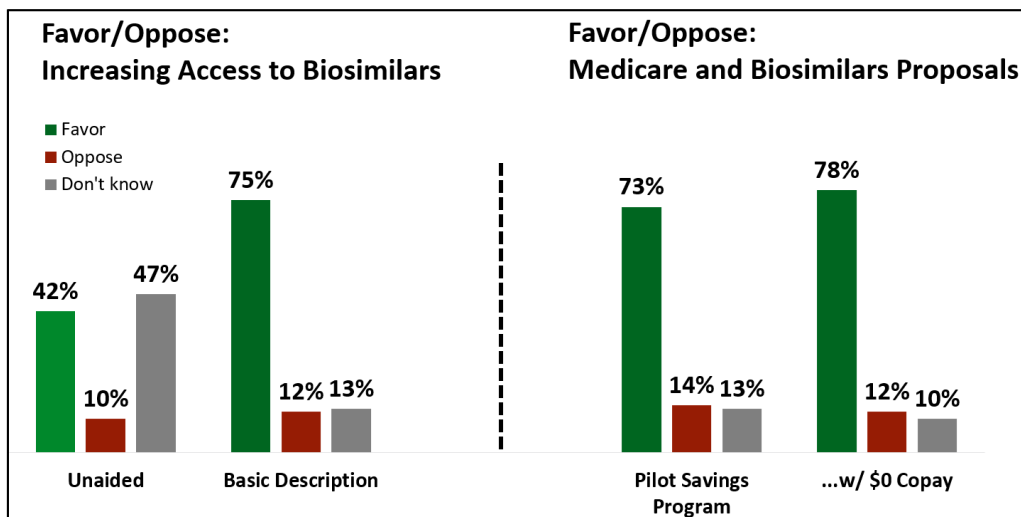
To: Biosimilars Forum
From: HarrisX
Date: February 28, 2020
Re: Topline Findings from Survey on Biosimilars and Medicare

This memo highlights results from a national poll of 1,201 American adults conducted by HarrisX for the Biosimilars Forum from February 14-15, 2020, (see end of memo for methodology and question wording on favor/oppose items).

1. Biosimilars are still mostly unknown to US adults

- A majority of Americans (65%) admit to not being familiar at all with the term “Biosimilars.” But regardless of how familiar they were with the term, 42% of Americans favor an increasing access to Biosimilars and 47% were not sure.

2. Increasing access to biosimilars starts with a strong base of unaided support. That support grows to well over two-thirds when voters learn more about biosimilars/biologics and two Medicare proposals.



- Support for increasing access to biosimilars (“basic description ballot”) holds across party lines. Democrats and Republicans largely favor (79% and 77% favor, respectively). Independents/other also favor (68% favor) but with more undecided (19%) than opposed (13%). (see end of memo for question wording on favor/oppose items)
- Both the Medicare pilot savings program and one that includes \$0 copay for Medicare patients get strong support across party lines—with both Democrats and Republicans at 74% or above in favor.

- Prior polling from HarrisX for the Biosimilars Forum in October 2019 shows strong support for similar proposals, with **68% in favor** of a Medicare shared savings model for biosimilars and **73% in favor** of eliminating copays for Medicare patients with biosimilars.

3. Most voters think prescription drug costs for difficult diseases, the kinds treated by biosimilars and biologics, are high.

- Over two-thirds (69%) think costs are high for treating difficult diseases (i.e., those treated by biologics and biosimilars).
- For comparison, prior polling by HarrisX for the Biosimilars Forum in October 2019 showed that 54% believe their general prescription drugs costs are high, showing how much more worried people are on prescription costs related to difficult diseases.

Methodology

The survey was commissioned by the Biosimilars Forum and was conducted by HarrisX within the United States from February 14-15, 2020, among 1,201 registered voters nationwide. The survey was administered online and the sampling margin of error of this poll is plus or minus 2.8 percentage points. The results reflect a nationally representative sample of registered voters. Results were weighted for age within gender, region, race/ethnicity, political party, and education where necessary to align them with their actual proportions in the population

Question Wording for Favor/Oppose Questions

<p>[Unaided] No matter how familiar you are with biosimilars or biologics, would you favor or oppose increasing access to biosimilars?</p>
<p>[Basic Description] Biologics and biosimilars require intense manufacturing because of the difficulty with making medicines using living cells. They can't be mass produced like other drugs.</p> <p>Information about biologics:</p> <ul style="list-style-type: none"> • They treat complex diseases, like cancer, diabetes, and rheumatoid arthritis; usually through an injection or infusion administered by a healthcare professional. • They are complex, tailor-made medicines created from living cells. • They are expensive. <p>Information about biosimilars:</p> <ul style="list-style-type: none"> • People call biosimilars a second-generation generic because they are as effective as biologics, but at a lower cost. • Once the patent expires on a biologic, other pharmaceutical companies can produce and market biosimilars. • The FDA must approve each biosimilar to ensure it meets the same standards for safety and effectiveness as the related biologic. <p>Knowing what you know now, would you favor or oppose increasing access to biosimilars?</p>
<p>[Pilot Savings Program] Here is an action Medicare could take to increase the use of biosimilars. Medicare would create a pilot program where savings from using a lower-cost biosimilar that produces the same outcome as a more expensive drug will be shared with doctors and hospitals. Knowing what you know now, would you favor or oppose policies in Medicare that would increase seniors' access to biosimilars?</p>

[With \$0 Copay] This plan from Medicare could also include that Medicare patients pay \$0 for their co-pay for biosimilars. Assuming this were included, would you favor or oppose policies in Medicare that would increase seniors' access to biosimilars?

[About HarrisX](#)

HarrisX is a leading opinion research company that specializes in online polling, mixed-mode polling, and data analytics. The company has a thirteen-year history assessing public opinion and behavior in the telecom, media, and technology industries through syndicated and custom research services. HarrisX runs the Mobile Insights and Total Communication Surveys, the largest syndicated consumer insights trackers in the United States for the TMT space, which include over 60,000 monthly respondents; the Telephia (beta) metering application, which captures behavioral data; and HarrisX Overnight Poll, which delivers results of general population and voter surveys within 24 hours, looking at Americans' opinions on society, politics, technology and the economy. For more information visit: www.harrisx.com.

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