http://newiprogressive.com/images/stories/S5/drug-cost-s5.jpg

Gubernatorial candidate Tony Evers' "Pay Less for Rx" plan would reduce costs and increase transparency for prescription drugs.

MADISON, WI - Democratic candidate for governor Tony Evers introduced his plan to reduce the price of prescription medication, " Pay Less for Rx " this week, and his proactive, common sense solutions are gaining attention across the state.

Yesterday, Tony spoke alongside Thea Territo and Susan Hass, two women with chronic medical conditions who have felt the impacts of skyrocketing prescription drug prices firsthand. The Evers campaign also released two new ads, Sue and Jacque , featuring Wisconsin women sharing their struggles with high prescription drug costs and thanking Tony for his plans to tackle these high costs head on.

Under Evers' plan, thousands of Wisconsin families would see relief from rising costs for needed prescription medication.

Tony Evers' "Pay Less for Rx" Plan for Wisconsin

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Stop prescription price gouging and consumer exploitation

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Demand transparency and accountability from Big Pharma

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Support safely reimporting prescription drugs from Canada at a lower cost to Wisconsin families

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Protect and expand SeniorCare for Wisconsin's seniors

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Save Wisconsin taxpayer dollars by reducing state expenses on prescription drug purchases

Read reports coming in about Evers' new plan:

Milwaukee Journal Sentinel : Tony Evers proposes to fine pharmaceutical companies over 'excessive' price increases, expand SeniorCare

Democratic candidate for governor Tony Evers would seek to lower prescription drug prices by creating a new state board that would have the authority to review price hikes and impose fines on drug makers for "excessive" increases.

… "We shouldn't have to use GoFundMe (websites) to pay for medical bills, and we shouldn't walk into our pharmacies wondering whether a prescription is going to cost an arm or a leg or both," Evers said in a statement. "The bottom line is that too often health care isn't affordable in Wisconsin, in large part due to the high price of prescription drugs."