

SOCIAL / DIGITAL TOOLKIT



SecureOurMeds

Advocacy campaign with policy solutions to strengthen the generic and biosimilar supply chain and ensure our medicines get on the market and stay there. This toolkit provides biosimilar-specific social media assets to educate stakeholders and advocate for more safe and affordable biosimilar medicines for America's patients.

#SecureOurMeds

aam
Association for Accessible Medicines

FOLLOW THE BIOSIMILARS COUNCIL

- Biosimilars Council Website: biosimilarscouncil.org
- Twitter [@BiosimsCouncil](https://twitter.com/BiosimsCouncil)
- Facebook [@BiosimsCouncil](https://www.facebook.com/BiosimsCouncil)
- LinkedIn [/company/biosimscouncil](https://www.linkedin.com/company/biosimscouncil)

SECURE OUR MEDS

- AAM's Biosimilars Council Campaign: secureourmeds.org
- AAM Outlines Policy Solutions for Sustained Patient Access to Generic and Biosimilar Medicines: <https://accessiblemeds.org/resources/press-releases/aam-outlines-policy-solutions-sustained-patient-access-generics-biosimilars>

TAKE ACTION

- Follow and share AAM and Biosimilar Council's Twitter posts: [#SecureOurMeds](https://twitter.com/SecureOurMeds)
- View and share [#SecureOurMeds](https://twitter.com/SecureOurMeds) YouTube Video: [The Generics and Biosimilars Industry Has a Plan to Secure Our Medicines](https://www.youtube.com/watch?v=TheGenericsandBiosimilarsIndustryHasaPlantoSecureOurMedicines) — [#SecureOurMeds](https://twitter.com/SecureOurMeds)
- Tell us about your experience filling biosimilar prescriptions: <https://app.talkbacktime.com/us/association-for-accessible-medicines-1/taking-biosimilars>

MESSAGE

We encourage you to include the hashtag [#SecureOurMeds](#) in your tweets and tag [@biosimscouncil](#) and [@accessiblemeds](#) in all posts so we can share your message!

SOCIAL IMAGES

Click on each image to download. All images are accessible via [Dropbox](#).

HASHTAGS

#SecureOurMeds

#PatientAccess

#Biosimilars

#Biosimilar

#Healthcare

#HealthPolicy

#SupplyChain



TWITTER



FACEBOOK



LINKEDIN

If you need assistance, please contact AAM Senior Marketing Director Erica Klinger at Erica.Klinger@accessiblemeds.org

CAMPAIGN (GENERAL)



TWITTER / FACEBOOK / LINKEDIN

- Discover solutions to **#SecureOurMeds** for patients by enhancing supply chains and strengthening the market for **#biosimilars**. Learn more: <https://www.secureourmeds.org/> **#healthcare #healthpolicy**
- **#PatientAccess** to biosimilar medicines is at risk unless policymakers address underlying market challenges. Learn more: <https://www.secureourmeds.org/> **#SecureOurMeds #healthcare #healthpolicy #biosimilars**

Secure Our Meds

Generic and biosimilar medicines remain essential to treating millions of patients, whether battling COVID-19 or managing chronic health conditions. Yet getting these safe and reliable medicines to market and keeping them there can be a challenge and cannot be taken for granted. Together, we can take steps to secure patient access no matter what challenges may arise.

[Secure Our Access](#)

Biosimilars Council
A Division of AAM



TWITTER

- How to secure a sustainable **#biosimilars** market?
 - ✓ Reform **#Medicare**
 - ✓ Put an end to brand **#RebateTraps**
 - ✓ Increase the add-on payment for providers who use biosimilars
 - ✓ Encourage biosimilar adoption through a shared savings program

<https://www.secureourmeds.org/> **#SecureOurMeds**



FACEBOOK / LINKEDIN

- Can the U.S. secure a sustainable **#biosimilars** market? Start with policies that include:
 - ✓ Reform **#Medicare** to remove features that reward health plans for coverage of brand drugs instead of lower-cost **#biosimilar** medicines
 - ✓ Put an end to brand rebate traps
 - ✓ Increase the add-on payment for providers who use biosimilars
 - ✓ Encourage biosimilar adoption through a shared savings program

<https://www.secureourmeds.org/> **#SecureOurMeds**



TWITTER

- **#Biosimilar** markets face significant challenges that threaten sustainable patient access & billions in annual savings for the U.S. health care system. Let's work together to **#SecureOurMeds** <https://www.secureourmeds.org/>



FACEBOOK / LINKEDIN

- Biosimilar markets face significant challenges that threaten sustainable patient access to affordable treatments as well as billions in annual savings for the U.S. health care system. Let's work together to secure patient access to these essential medicines.
<https://www.secureourmeds.org/> **#SecureOurMeds #biosimilars #patientaccess #healthcare #healthpolicy**



TWITTER

- Patient access to affordable life-saving and health-maintaining **#biosimilar** medicines has never been more important to our nation than now. Let's work together to **#SecureOurMeds**
<https://www.secureourmeds.org/>
- Health challenges can exacerbate economic insecurity. Learn how to ensure **#patientaccess** to affordable life-saving and health-maintaining generic and **#biosimilar** medicines
<https://www.secureourmeds.org/> **#SecureOurMeds**



FACEBOOK / LINKEDIN

- Patient access to affordable life-saving and health-maintaining biosimilar medicines has never been more important to our nation than now. Let's work together to **#SecureOurMeds**
<https://www.secureourmeds.org/> **#biosimilars #patientaccess #healthcare #healthpolicy**
- Health challenges can exacerbate economic insecurity. Learn how to ensure patient access to affordable life-saving and health-maintaining biosimilar medicines.
<https://www.secureourmeds.org/> **#SecureOurMeds #biosimilars #patientaccess #healthcare #healthpolicy**

SECURE SUPPLY CHAIN



TWITTER

- The **#biosimilars** industry is committed to making the **#supplychain** stronger and more secure. View **#AAMBlueprint** for ways Congress can further incentivize U.S. manufacturing and strengthen ties with our allies: <https://www.secureourmeds.org/blueprint/> **#SecureOurMeds**
- The path to an even more secure Rx **#supplychain** runs through the U.S. Smart policies can support the potential of **#biosimilars** for America's patients. Learn more: <https://www.secureourmeds.org/blueprint/> **#SecureOurMeds #AAMBlueprint**



FACEBOOK / LINKEDIN

- The biosimilars industry is committed to making the supply chain stronger and more secure. Our AAM Blueprint outlines ways for Congress to incentivize further U.S. manufacturing and also strengthen ties with our allies to enhance resilience. <https://www.secureourmeds.org/blueprint/> **#SecureOurMeds #AAMBlueprint #biosimilars #healthcare #healthpolicy**
- The path to an even more secure Rx supply chain runs through the U.S. Smart policies can support the potential of biosimilars for America's patients. Learn more: <https://www.secureourmeds.org/blueprint/> **#SecureOurMeds #AAMBlueprint #healthcare #healthpolicy**

SECURE OUR MARKETS



TWITTER

- Secure **#patientaccess** to **#biosimilar** medicines—check out our roadmaps: <https://www.secureourmeds.org/> **#SecureOurMeds**
- The **#COVID19** global pandemic highlights the need to support **#biosimilar** competition. Learn what policymakers can do in AAM's new report, Securing Sustainable Markets: <https://www.secureourmeds.org/> **#SecureOurMeds #patientaccess**




FACEBOOK / LINKEDIN

- Secure patient access to biosimilar medicines—check out our roadmaps: <https://www.secureourmeds.org/> **#SecureOurMeds #biosimilars #patientaccess #healthcare #healthpolicy**
- The COVID-19 global pandemic highlights the need to support biosimilar competition. Learn what policymakers can do in AAM's new report, Securing Sustainable Markets: <https://www.secureourmeds.org/> **#SecureOurMeds #biosimilars #COVID19 #patientaccess #healthcare #healthpolicy**




TWITTER / FACEBOOK / LINKEDIN




In 2019, the use of biosimilars and specialty generics saved patients and taxpayers more than **\$67 billion**.

Source: IQVIA National Sales Perspective, Dec 2019.




The **#SecureOurMeds** report has recommendations for boosting **#biosimilar** savings. <https://www.secureourmeds.org/securing-sustainable-markets/> **#patientaccess** **#healthcare** **#healthpolicy**



Although biosimilars are on average **30% less expensive** than reference brand-name biologics, biosimilars have yet to realize the full potential of savings through broad adoption.

Source: IQVIA Institute for Human Data Science. Biosimilars in the United States 2020-2024: Competition, Savings, and Sustainability. October 2020.



Safe, effective, FDA-approved **#biosimilars** represent savings for patients with conditions such as rheumatoid arthritis, Crohn's Disease, cancer and psoriasis. <https://www.secureourmeds.org/securing-sustainable-markets/> **#SecureOurMeds**



Biosimilars are directly responsible for increasing patient access to therapy by as much as **5%**.

Source: IQVIA Institute for Human Data Science. Biosimilars in the United States 2020-2024: Competition, Savings, and Sustainability. October 2020.



Prices come down. Access goes up. Patients win. Read the **#SecureOurMeds** report for more on **#biosimilars**. <https://www.secureourmeds.org/securing-sustainable-markets/> **#healthcare** **#healthpolicy**