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.
FOLLOW THE BIOSIMILARS COUNCIL

• Biosimilars Council Website: biosimilarscouncil.org
• Twitter @BiosimsCouncil
• Facebook @BiosimsCouncil
• LinkedIn /company/biosimscouncil

SECURE OUR MEDS

• AAM’s Biosimilars Council Campaign: secureourmeds.org

TAKE ACTION

• Follow and share AAM and Biosimilar Council’s Twitter posts: #SecureOurMeds
• View and share #SecureOurMeds YouTube Video: The Generics and Biosimilars Industry Has a Plan to Secure Our Medicines — #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

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

• 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
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 patient access to affordable life-saving and health-maintaining generic and biosimilar medicines. https://www.secureourmeds.org/ #SecureOurMeds #biosimilars #patientaccess #healthcare #healthpolicy
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/](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/](https://www.secureourmeds.org/blueprint/) #SecureOurMeds #AAMBlueprint #healthcare #healthpolicy
SECURE OUR MARKETS

• 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 #healthcare #healthpolicy
The #SecureOurMeds report has recommendations for boosting #biosimilar savings. [https://www.secureourmeds.org/securing-sustainable-markets/](https://www.secureourmeds.org/securing-sustainable-markets/)

#patientaccess #healthcare #healthpolicy

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

Source: U.S. National Health Expenditures, Dec 2019

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](https://www.secureourmeds.org/securing-sustainable-markets/#SecureOurMeds)

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.


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