

SOCIAL / DIGITAL TOOLKIT



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



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
- 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
- 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



TWITTER



FACEBOOK



LINKEDIN

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

CAMPAIGN (GENERAL)



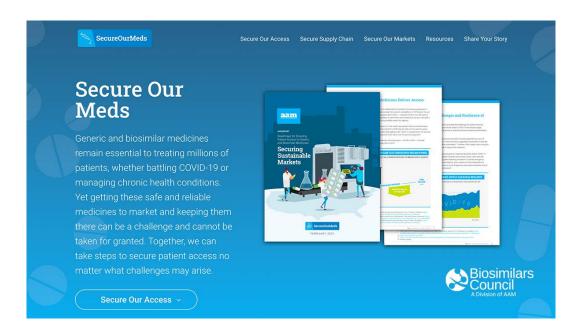






TWITTER / FACEBOOK / LINKEDIN

- 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





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





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- 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





- 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
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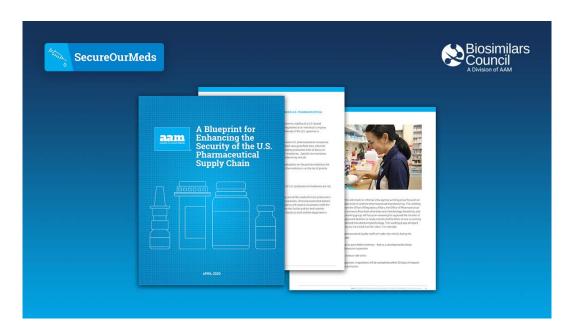




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 #healthcare #healthpolicy

SECURE SUPPLY CHAIN





- 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





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- 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
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 can support the potential of biosimilars for America's patients. Learn more: 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





FACEBOOK / LINKEDIN

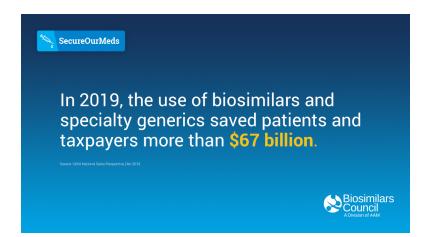
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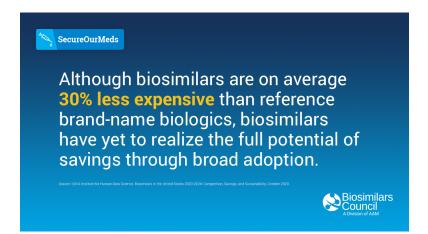




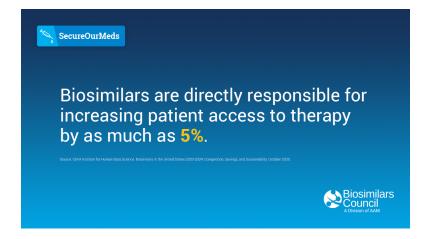
TWITTER / FACEBOOK / LINKEDIN



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



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



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