

Patients for Affordable Drugs Now

Patients for Affordable Drugs Now turned to Trilogy to deliver a high-volume, high-impact legislative advocacy campaign to allow Medicare to negotiate lower drug prices — and won.

P4AD
NOW

Patients Need More Than Promises

For far too long, patients across the U.S. have struggled to make ends meet. Too often, they're forced to choose between buying medication or paying for other necessities. Too many must risk their health by rationing their medication rather than taking the full dose. Politicians on both sides of the aisle have called prescription drug costs a key campaign priority for years — but patients need more than promises. That's why Patients for Affordable Drugs Now (P4ADN) partnered with Trilogy to run grassroots advocacy campaigns pushing Congress to allow Medicare to negotiate drug prices.

Moving the Needle with Targeted Messaging

Trilogy created digital ads that drove people to take more than 70,000 advocacy actions directly contacting their representatives about the need to let Medicare negotiate. But we knew that volume alone wouldn't get it passed. Letters from constituents carry far more weight than those from out-of-state activists, so our programs targeted the constituents of key decision-makers at each step of the multi-year push for this bill. Whether targeting the president, congressional leadership, specific committee members, members on the fence, or representatives with

HIGHLIGHTS

- Drove 70,661 advocacy actions from constituents to 136 elected officials
- Adjusted strategy to cover two administrations and three Congresses
- Ran 1,037 unique ad variants across 10 platforms to drive advocacy

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The Trilogy team is always a pleasure to work with. They are innovative, strategic, and great collaborators.

LUCY WESTERFIELD

Deputy Executive Director
Patients for Affordable Drugs



upcoming electoral fights, we used customized messages to make the most persuasive case for the bill. Republican and Democratic representatives received different language, and undecided senators who were up for re-election received letters explicitly referencing the fact that in-state voters cared about their actions on drug pricing. All told, 136 public officials heard from constituents motivated by our ads.

Another element of this campaign was making sure the public understood the wide-reaching impact of a wonky provision like Medicare negotiation. As the bill transitioned from a stand-alone measure to part of a broader package that included many different provisions, we adjusted our approach to keep our politically and demographically diverse supporters on board.

Refining Learnings Over the Years

After years of high-volume, high-impact legislative advocacy with P4ADN, we've gained a deep understanding of how to mobilize patients online. For instance, we've learned that ads featuring images of legislative targets perform better than other variants. Longer campaigns let us refine such learnings so that when a bill is moving fast, we can jump into action with proven creative concepts and copy. By combining compelling creative, effective coordination with on-the-ground partners, and precise targeting, we helped P4ADN drive the narrative and win major progress for patients, ushering in a new era in the fight for lower prescription drug prices.

