



*Trusted Perspective
Innovative Data*

TO: INTERESTED PARTIES
FROM: ASHLEE RICH STEPHENSON
SUBJECT: TEXANS AFFECTED BY NON-MEDICAL SWITCHING AND SUPPORT SOLUTIONS
DATE: SEPTEMBER 4, 2018

The following memorandum illustrates key findings from a statewide study conducted by WPA Intelligence among 2018 likely voters in Texas. The survey was fielded from August 27-29, 2018, gathering insights from n=500 likely voters. The margin of error in this study is $\pm 4.4\%$.

More than One Third of Texans Have Heard of Non-Medical Switching and One Third Affected

Thirty-five percent (35%) of Texans have heard of non-medical switching, defined as *“non-medical switching, a practice of health plans making patients change their medication either by increasing the costs for patients’ medicine or eliminating coverage for that medicine entirely.”*

Indeed, similar numbers of likely voters in Texas (36%) have directly, or through a personal relationship, have experienced their prescription drug being switched due to their health care plan.

These figures relating to both the awareness of and personal experience of non-medical switching underscore the need to address the issue of continuity of care.

Nearly Nine out of Ten Agree Patients Need Consistent Coverage

A significant eighty-eight percent of likely Texas voters (88%) agree that patients should have consistent coverage for their medications year after year. This is driven by three quarters (74%) who strongly agree with this concept relating to continuity of care, and in reverse, just five percent (5%), nearly within the margin of error of zero, disagree. Eight percent (8%) are undecided.

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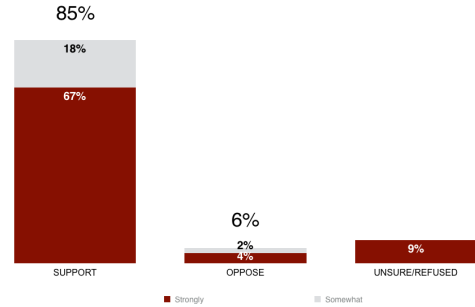
A Majority Support Legislation to Ensure Continuity of Care

Nearly nine out of ten likely voters (85%) support legislation that would ensure continuity of care. Indeed, this is driven by a significant majority of voters (67%) who support legislation to ensure continuity of care “strongly.”

Support for legislation to ensure continuity of care receives support across partisan breaks, with significant majorities among Republican (82%), Democrat (92%), and Independent voters (91%).

Further, this support transcends major regional breaks statewide: Dallas/Fort Worth (91%), Houston (87%), San Antonio (86%) and Austin (89%).

Do you support or oppose legislation that would ensure continuity of care, guaranteeing patients will have continued access to the prescription medications they need, even if health plans drop coverage of the medication?



Voters More Likely to Support Candidates Who Will Limit Non-Medical Switching

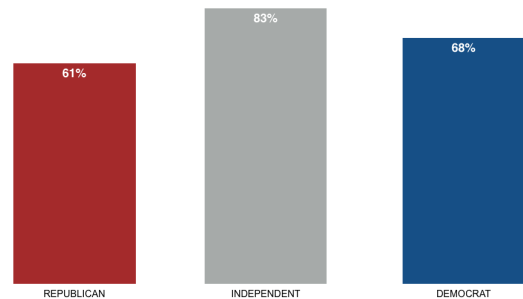
Nearly seven out of ten Texas voters (68%) are more likely to support a candidate for state legislature who would back legislation to restrict non-medical switching and guarantee continuity of care. This represents a significant 8.5:1 advantage versus those who would be less likely (8%) to support a candidate in favor of legislation to limit non-medical switching. Indeed, this is driven by 40% who would be “much” more likely to support a candidate that backs legislation to guarantee continuity of care.

Likelihood to vote for candidates who back non-medical switching, or continuity of care legislation, receives support across partisan breaks, driven by majorities of Independents (83%), Democrats (68%) and Republicans (61%).

Further, there is majority support for candidates who would back legislation to limit non-medical switching across regional divides: Dallas/Fort Worth (57%), Houston (69%), San Antonio (86%) and Austin (82%).

And would you be more or less likely to support a candidate for the state legislature who supports legislation to restrict non-medical switching and guarantee continuity of care?

BY POLITICAL PARTY



A network diagram background consisting of interconnected nodes and lines, representing a complex system or data network. The nodes are represented by circles of varying sizes, and the lines are thin, light gray lines connecting the nodes.

Research Design

WPAi selected a random sample of likely voters from the Texas voter file using Proportionate Probability Sampling (PPS). The sample for this survey was stratified based on geography, age, and gender. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

WPAi conducted 500 live telephone interviews from August 27-29, 2018. The study has a sample size of n=500 likely voters with a margin of error $\pm 4.4\%$ in 95 out of 100 cases.

About WPAi

Since 1998, WPAi has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2015-2016 election cycle, 87% of WPAi clients won. WPAi clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPAi has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPAi for our Predictive Analytics and Adaptive Sampling techniques, and Campaigns and Elections magazine awarded WPAi with a “Reed Award” for developing an “optimized field program” in 2018. These awards highlight WPAi’s advanced survey research and data science methodology, allowing us to buck national polling trends and deliver industry-leading results for our clients.

In addition to our political and policy research, WPAi has conducted market research for more than 120 United States Fortune 500 corporations, donor research for more than 250 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.

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