

## Minister Speaking Directly to Ontarians

### *McGuinty Government Getting Fair Drug Prices*

NEWS

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A new social media campaign to inform Ontarians about the government's plans to get fair drug prices launched today.

The campaign includes a dedicated YouTube channel at <http://www.youtube.com/user/ontariomohltc>, with videos directly from Minister of Health and Long-Term Care Deb Matthews, and a new website at [ontario.ca/fairdrugprices](http://ontario.ca/fairdrugprices) which explains the facts, benefits, and what people are saying about lowering the cost of generic drugs for all Ontarians.

Through this campaign Ontarians will be kept up-to-date on the latest news, can learn the truth about how changes would affect pharmacists and rural pharmacies, and discover what fair drug prices would mean for some of the most common prescriptions patients rely on.

Health care is one of our greatest economic advantages. Managing the cost of generic drugs is part the government's Open Ontario plan and will ensure that Ontarians have affordable access to the prescription drugs they need.

### QUOTES

"I'm thrilled to have the opportunity to speak directly to Ontarians and explain how our plan to lower the cost of generic drugs would benefit patients and pharmacists. Our proposal to eliminate abuse in the drug system and get fair prices for Ontarians is the right thing to do."

-- Deb Matthews, Minister of Health and Long-Term Care

### QUICK FACTS

- Compared to some US states, Ontario pays as much as five times more for some of the most popular generic drugs for diabetes, high blood pressure and other health conditions.
- The government is investing \$150 million, including a new \$100 million fund, to compensate pharmacy owners for the professional services pharmacists provide to Ontarians.

### LEARN MORE

[Read more about how Ontarians will benefit from lowering generic drug prices.](#)