

THE LANGUAGE OF PRESCRIPTION DRUGS

THE WORDS THAT WORK

<u>GOOD LANGAUGE</u>		<u>BAD LANGUAGE</u>	
Too much bureaucracy and too many bureaucrats (what they don't want).	48%	No personal choices and no personal control (what they don't want).	24%
		Too many government rules and regulations (what they don't want).	17%
The right to choose the prescription drug plan that is best for you.	31%	Greater competition between different prescription drug plans.	11%
Insurance coverage that makes drugs more affordable	27%	Guaranteed access through private plans.	9%
		A free market approach to prescription drugs.	9%
		Modernization of prescription drugs.	4%
Medicare Prescription Drug Fund	44%	Prescription Drug Reserve Fund	6%
Prescription Drug Guaranteed Fund	23%	Prescription Drug Lockbox Fund	5%
Catastrophic Protection	55%	Stop-Loss Protection	22%
Free Market	68%	Private Market	13%

Remember, we are “saving, strengthening and simplifying Medicare and providing seniors the right to choose the prescription drug plan that is best for them.”