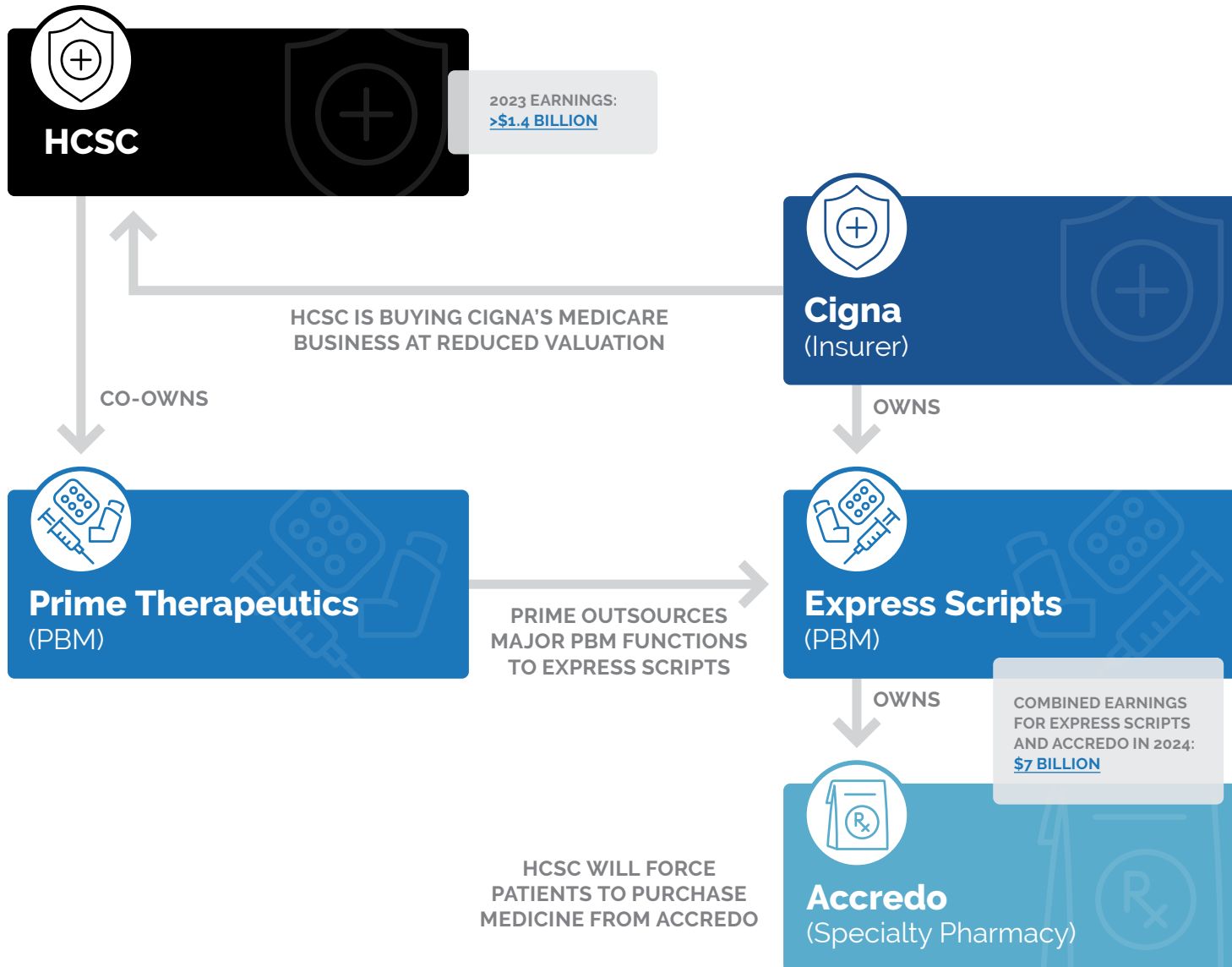


HCSC PUTS **PROFIT BEFORE PATIENTS**

AND PEOPLE WITH ASTHMA WILL PAY THE PRICE



On April 15, HCSC — the massive health insurance conglomerate that runs Blue Cross Blue Shield plans in IL, TX, OK, NM, and MT — will begin forcing patients with severe asthma to self-administer their drugs at home. Today, these patients can receive treatment from a physician.

Why the change?
HCSC controls the drug supply chain — and makes more money this way.

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On April 15, HCSC — the health insurance giant behind Blue Cross Blue Shield plans in Illinois, Texas, Oklahoma, New Mexico, and Montana — will force patients with severe asthma to self-administer their life-saving injections at home. Today, those patients can receive treatment under a doctor's care.

Why the change? Money.

When physicians administer these injections, HCSC doesn't profit. But when patients are forced to inject themselves, the insurer can steer them to Accredo, a specialty pharmacy with financial ties to HCSC — allowing the company to pocket a cut.

While HCSC cashes in, patients are left at risk.

Severe asthma patients face a higher chance of allergic reactions to their injections. In a clinic,

doctors can intervene immediately. At home, patients may not get help in time. Worse, studies show that those forced to self-inject are more likely to stop taking their medication altogether.

HCSC claims patients can appeal — but the process is a bureaucratic nightmare, designed to wear them down with endless paperwork and phone calls. The result? Many will be blocked from the care they need.

This is corporate greed at its worst. And it feeds into a bigger trend within the industry. Today, health insurers [deny](#) nearly one in five claims — even though three-quarters of those denials are ultimately overturned on appeal.

We have until April 15 to stop them. [Join us](#) in demanding HCSC put patients over profits — before it's too late.



How much money will HCSC make by depriving patients of choice?