



“

BY HAVING MANY PRESCRIPTION DRUG PLANS, WHAT YOU DO IS YOU FRAGMENT THE MARKET. SO YOU HAVE LOTS OF SMALLER PLANS NEGOTIATING WITH A BIG PLAN, AND, YOU KNOW, SOMETHING WE ALL LEARNED IN THE SCHOOL YARD IS WHEN A BIG GUY FIGHTS WITH A LITTLE GUY, THE BIG GUY USUALLY WINS

”

---

LISTEN NOW TO A GPPR PODCAST EPISODE WITH:  
**DR. RICHARD FRANK**



HEALTH ECONOMIST FOR OVER 30 YEARS IN THE SPHERES OF ACADEMIA, NON-PROFITS, AND GOVERNMENT. CURRENTLY, A SENIOR FELLOW AT THE BROOKINGS INSTITUTION AND DIRECTOR OF THE SCHAEFFER INITIATIVE ON HEALTH POLICY.

