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TO: INTERESTED PARTIES
FROM: ASHLEE RICH STEPHENSON, WPA INTELLIGENCE
SUBJECT: KEY FINDINGS AND TOP MESSAGES
DATE: SEPTEMBER 8, 2017

The following memorandum illustrates research findings conducted by WPA Intelligence in a statewide study among 2018 likely voters in Iowa. The survey was fielded from August 20-22, 2017, gathering insights from n=402 Iowans. The margin of error in this study is ±4.9%.

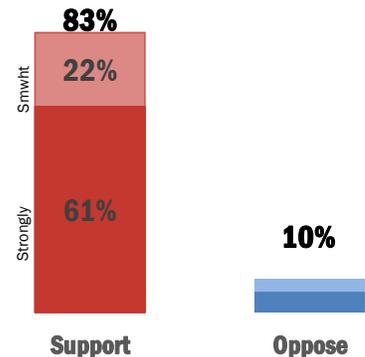
One Third of Iowans Affected by Non-Medical Switching

Underscoring the awareness and need to address this issue in the state of Iowa, fully one-third of likely 2018 voters (31%) have directly or through personal relationships have experienced non-medical switching of prescription medication by health plans.

A Majority Support Legislation to Restrict Non-Medical Switching and Ensure Continuity of Care

- » A significant majority of 2018 likely voters in Iowa (83%) support legislation that would ensure continuity of care. This is driven by a majority of voters (61%) who support legislation to ensure continuity of care “strongly.”
- » Support for legislation to ensure continuity of care receives support across major partisan breaks - Republican voters (77%), Democrats (93%) and Independents (80%). Further, there are no differences among regional breaks by Congressional District - (CD1: 88%, CD2: 81%, CD3: 80%, CD4: 83%).

“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?”



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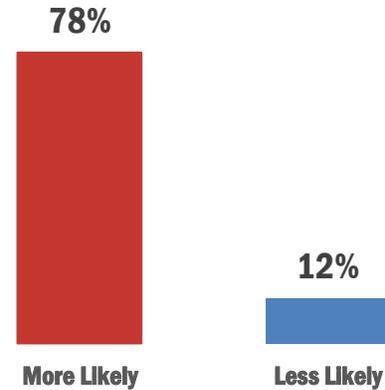
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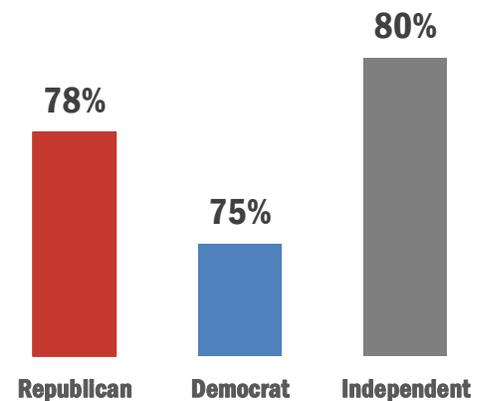
Voters More Likely to Support Candidates Who Will Limit Non-Medical Switching

- » More than three quarters of Iowans (78%) are more likely to vote for a candidate for the State Legislature who supports legislation that would restrict non-medical switching. This represents a 6.5:1 advantage versus those who would be less likely (just 12%) to support a candidate who was in favor of legislation to limit non-medical switching. Indeed, this is driven by 42% who would be “much” more likely to support a candidate that backs legislation to guarantee continuity of care.

“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?”



- » Likelihood to vote for candidates who back non-medical switching legislation receives support across major partisan breaks, driven by near equal support among Republicans (78%), Democrats (80%) and Independent voters (75%).



- » Further, there is majority support by Congressional District regional breaks (CD1: 73%, CD2: 76%, CD3: 79% and CD4: 83%).

Messages that Build Support for Limiting Non-Medical Switching and Continuity of Care

Survey participants were exposed to a battery of messages focused on non-medical switching, while also highlighted evidence in support of potential legislation that would ensure continuity of care. Through these research efforts, we've identified the top performing messages across the entirety of likely 2018 voters in Iowa on behalf of the issue set:

The top performing message that ultimately builds support for legislation to restrict non-medical switching is the following:

- » *“Legislation that would prevent non-medical switching is endorsed by patient advocacy groups, doctors, and nurses all across the country.”*

In addition to the language that focuses on validators who support the issue set, the following are in the top tier of persuasion messages in support of continuity of care:

- » *“Continuity of care legislation will prevent health plans from switching patients’ medicine to something non-identical because of cost.”*
- » *“Legislation to reform health plans will help patients with preexisting conditions and chronic illnesses, like asthma, diabetes, arthritis, and mental health illness, keep their preexisting prescriptions.”*

Research Design

WPA Intelligence conducted a study of likely voters in Iowa.

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

WPAi conducted 402 live telephone interviews from August 20-22, 2017. The study has a sample size of n=402 likely voters with a margin of error $\pm 4.9\%$ 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. The award highlighted these advanced methodologies which allowed us to buck national polling trends and deliver industry-leading results.

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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