

Escalating Drug Sales

Studies show that this escalating trend is the result of greater consumer advertising and the increasing number of new and expensive drugs.

SOURCES: Health Care Financing Administration, 1997 National Expenditure Estimates (1993-1997), Estimate for 1998 from Scott-Levin Source Prescription Audit as reported by the National Institute for Health Care Management.

There has been a significant and continuous rise in prescription drug sales over the last five years. From 1997 to 1998, there was a startling 14.5% increase in sales.

