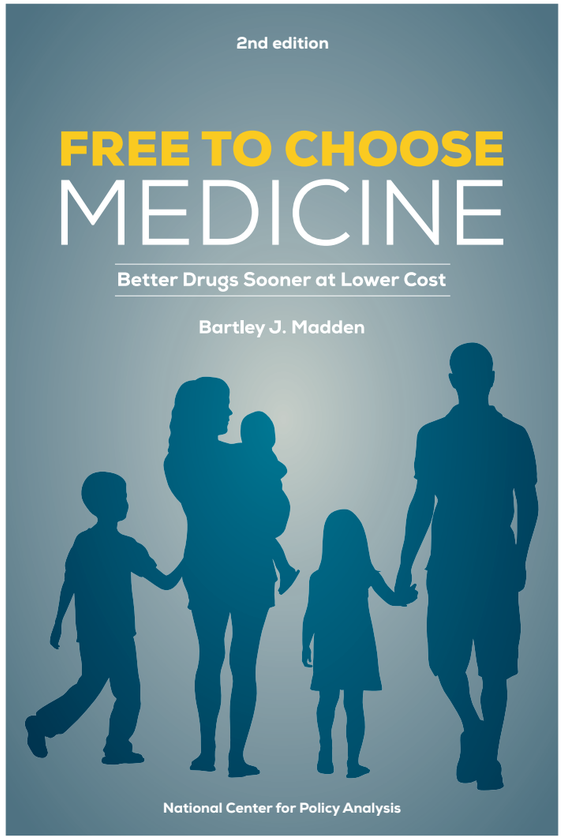

Book available on Amazon.com

"Madden's market-based solution appeals to economists like me who are keenly aware of the critical importance of institutional design for a system to promote decentralized responses close to the local knowledge that is available to physicians and their patients, but not to the FDA. This book is fundamentally bipartisan and should be read in that spirit."

Vernon L. Smith
Economic Science Institute
Chapman University
Nobel Laureate in Economics, 2002

"Free To Choose Medicine brings competition into the FDA's world by providing an alternative track for access to new drugs—a track that uses Internet-based, up-to-date information enabling patients and doctors to make informed decisions. Patients become the ultimate beneficiaries of consumer choice and competition."

John C. Goodman
President
National Center for Policy Analysis

Bartley J. Madden
is a Senior Fellow at the National Center for Policy Analysis. His research deals with the application of systems thinking to economic problems and is summarized in his recent book, *Wealth Creation.*

www.FreetoChooseMedicine.com

NATIONAL CENTER FOR POLICY ANALYSIS

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FREE TO CHOOSE MEDICINE

Better Drugs Sooner at Lower Cost

A bold new paradigm that slices through FDA bureaucracy, Free To Choose Medicine delivers the power of informed choice about life-changing drug treatments to every American.

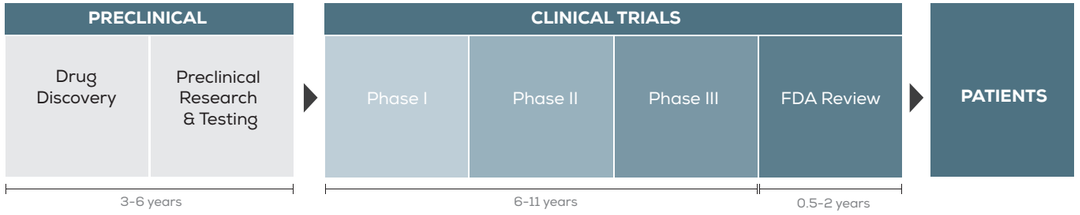
FREE TO CHOOSE MEDICINE

Better Drugs Sooner at Lower Cost

We all want to live longer, healthier, and more productive lives. That objective is greatly advanced when we receive better drugs, sooner, at lower cost. But this is not happening because at the present time, the FDA has a monopoly on access to new drugs. It demands ever more expensive and time-consuming clinical trials. People are suffering and dying needlessly because they are denied timely access to the most innovative new drugs in late-stage clinical testing.

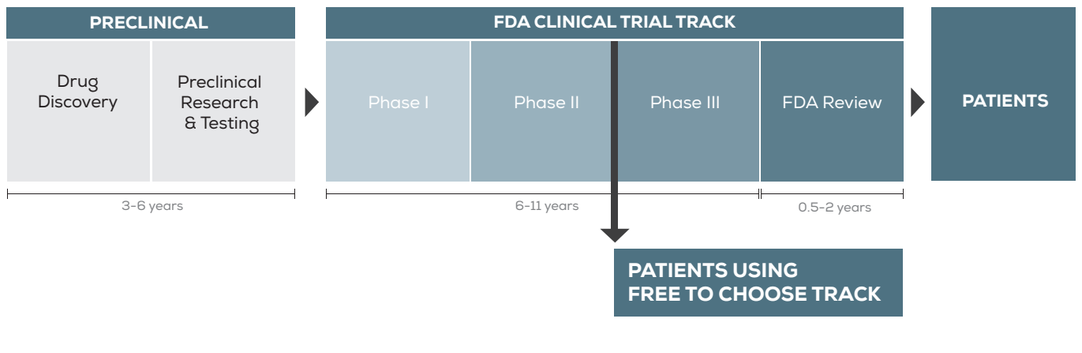
Today's Drugs-to-Patient System Denies Choice.

The FDA's clinical testing and approval process takes more than a decade, and the cost of a new drug approval exceeds a billion dollars. This one-size-fits-all regulatory process denies choice to patients who want to take personal responsibility for making tradeoff decisions about risk versus opportunity for health benefits from not-yet-approved drugs.



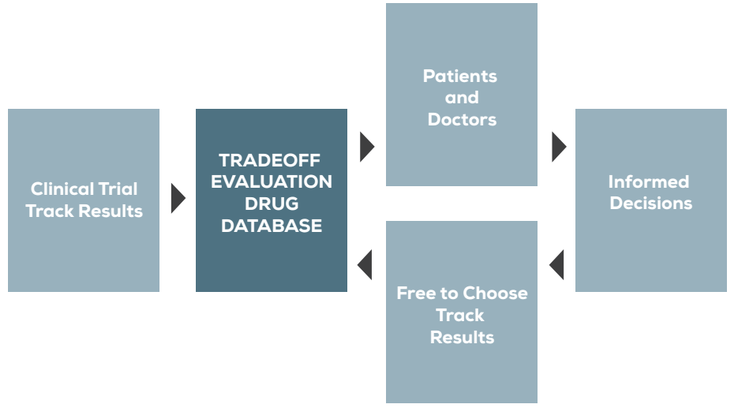
The Dual Track Plan Enables Choice.

With a Free To Choose track we can bypass the FDA bottleneck by empowering patients, advised by their doctors, to make informed decisions about the use of drugs in late stage clinical testing that hold the promise of life-changing treatment.



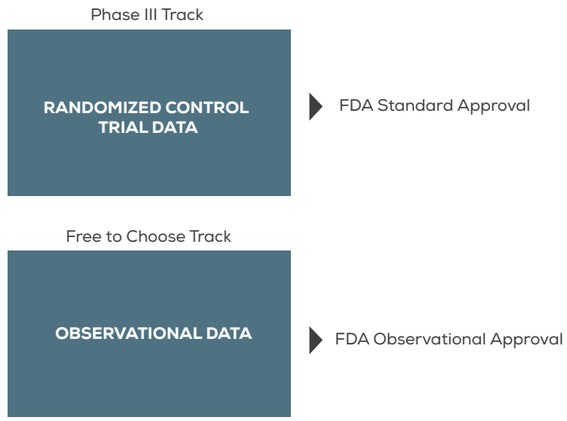
The Tradeoff Evaluation Drug Database Facilitates Informed Decisions.

Informed decision-making would be made possible by Web access to up-to-date information in a Tradeoff Evaluation Drug Database.



Two Types of FDA Approval Empower Patients.

The FDA would be able to grant FDA Observational Approval when treatment data for a new drug in the Tradeoff Evaluation Drug Database clearly demonstrates that the new drug is beneficial to patients.



Patients will be the ultimate beneficiaries from consumer choice and competition implemented through Free To Choose Medicine legislation.