



December 8, 2023

Prescription Drug Affordability Board  
Colorado Division of Insurance  
1560 Broadway, Suite 850  
Denver, CO 80202

*RE: Prescription Drug Affordability Board Meeting*

Dear Board,

My name is Lindsey Vigoda and I'm the Colorado and National Quality Jobs Policy Director for Small Business Majority. I am writing to comment on the affordability reviews of prescription drugs in Colorado, a key issue impacting Coloradans and small businesses alike.

Small Business Majority is a national small business organization that empowers America's entrepreneurs to build a thriving and equitable economy. We actively engage small businesses and policymakers in Colorado in support of solutions that promote small business growth. A key component of our work involves outreach to small business owners on a range of small business issues, including access to capital, workforce issues, healthcare and more.

Small businesses in Colorado are grappling with myriad challenges, but increasing costs in healthcare, in particular drug prescription costs, are heavily impacting their bottom line. Business hasn't been the same since the pandemic, so operating on thin margins has become the new normal. This makes it difficult for small businesses to afford healthcare coverage for themselves and their employees, ultimately impacting the entire small business economy.

As part of the Prescription Drug Affordability Board, you play an integral role in addressing the rise in prescription drug costs in our state. Year after year, we see these prices increase exorbitantly, and small businesses and Coloradans are suffering financially. This decreases healthcare accessibility and affordability, leaving thousands of patients to choose between lifesaving medication and being able to operate and start a business, or simply pay their own bills. What's more, it puts self-employed individuals, who account for nearly 80% of Colorado's businesses, in the predicament of having to reconsider if entrepreneurship is viable for them and their families.

A [majority of small business owners](#) believe prescription drug costs are too high—and while this isn't news, it's something that needs to be and can be changed with your evaluations. We encourage the Board to be aggressive in their affordability reviews to reign in the prices of prescription drugs, which will ultimately make healthcare more affordable for Coloradans and small businesses.

Sincerely,

A handwritten signature in black ink, appearing to read "L. Vigoda", written in a cursive style.

Lindsey Vigoda  
Colorado Director & National Quality Jobs Policy Director  
Small Business Majority