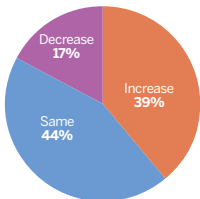


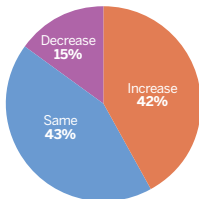
Fig. 4: Budget Shift by Audience, 2014

% of respondents reporting shift

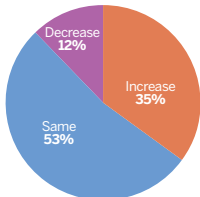
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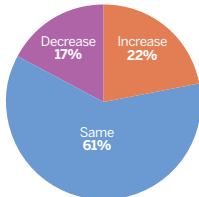
Physicians



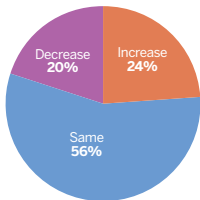
Patients



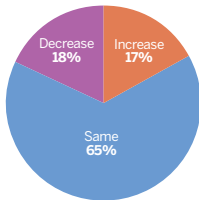
Payers



NPs/PAs



Advocacy Groups



Pharmacists