



CREATIVE HEADLINES and PHRASES

GENERAL

- Trikafta cannot be compared to other CF treatments
- Trikafta is a third-generation miracle drug
- Trikafta is one of a kind
- Lung damage is a key 'death indicator'
- Delays create a health peril
- Have we forgotten or simply don't know a key tenet of our national anthem – probably because it's in the second verse ... With courage let us all combine To Advance Australia Fair
- 'There Is No Present Like Time'
- 'There Is No Time Like the Present'
- 'It's Time for Trikafta'

GOVERNMENT and VERTEX

- Failure to negotiate shows a frightening disregard for people's health and lives
- Failure to negotiate shows a horrendous disrespect for the CF community
- Both parties are being overtly dismissive
- Vertex and the Government must appreciate the ripple effect throughout a community from the suffering of one to the financial, tangible, emotional and psychological effects of so many

GOVERNMENT

- To delay approval and funding is morally bankrupt
- To delay approval and funding is health hijacking
- You can't equate "rare" or "small numbers" with "insignificant"
- It is sad when our elected officials and corporations pay scant regard – or respect – for what doesn't personally affect them
- Bluster about Big Pharma yet dither about dollars and cents
- Don't hide behind party lines, too afraid to help their constituents find a better longer life
- Regard "no pain no gain" as a mantra for everyone else but them
- Think platitudes will do in place of results
- You can abrogate responsibility because it's not your portfolio ... it is your responsibility
- Lose sight of "the big picture" by gazing over the top of the "little people" who put them there

VERTEX

- Vertex has failed to realise the plight of the individual is a blight on the community as a whole
- Don't confuse what a life is worth with what a life costs
- Provide access immediately and then negotiate in good faith
- How many lives must we lose while you support shareholder value?
- What do your shareholders, researchers and staff think about your 'hold out' negotiations tactics.