



**Get Newest Life-Saving Drugs  
Faster at Lower Cost**

# FREE TO CHOOSE MEDICINE

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

**"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*

**"Breakthrough, transformative ideas are all too rare in politics, but this proposal is exactly that. By empowering America's patients, doctors, and entrepreneurs, Madden outlines a free-market, bipartisan solution that could unleash a long-overdue wave of innovation in an American pharmaceutical industry long plagued by government control, industry bureaucracy, and high prices."**

**Hon. Tim Huelskamp, Ph.D.**  
*President  
The Heartland Institute*

## **Bartley J. Madden**

is currently an independent researcher and a policy advisor for The Heartland Institute. His research focuses on knowledge building and wealth creation as opposite sides of the same coin. His latest book, *Value Creation Thinking*, focuses on how the creation of long-term value by business firms begins with clarity about the purpose of the firm while emphasizing the overriding importance of a knowledge-building culture.

[www.FreetoChooseMedicine.com](http://www.FreetoChooseMedicine.com)

  
**THE HEARTLAND INSTITUTE**  
FREEDOM RISING

