

**Learning Activity:**

<b>LEARNING OBJECTIVES</b>	<b>EXPANDED CONTENT OUTLINE</b>
The participant will learn the difference between cost and charges of pharmaceutical products	the content will describe basic research, development, cost analysis, charges derivations and product branding
The participant will learn about tactics used by manufacturers to maintain prices by cost shifting to the public realm	the content will describe similar emergency utilized drugs such as Narcan and cost shifting to public payment sources