Prescription drug price gouging affects everyone, but I am especially worried about my elderly parent/parents who take lifesaving medications for chronic conditions. They rely mainly on Social Security for income, and are struggling to afford their necessary prescription drugs. Older Americans like my parents shouldn’t have to choose between buying groceries or the medications that keep them alive. Meanwhile, drug makers seem to be indifferent to the financial pain they are inflicting on millions of seniors living on fixed incomes. Since the pharmaceutical companies make billions in profits, why can’t they afford to lower drug prices? Congress must take steps to rein-in the cost of prescription drugs. At this point, we’re not asking nicely. We’re demanding action now.