It is hard to imagine in today’s American healthcare environment that a provider may be unfamiliar with the cost of treatment options they prescribe for patients. The products and services are many and well-intentioned providers tend to choose treatments with which they are most familiar. While they cannot be expected to understand in detail thousands of drugs available in the market, they have a responsibility to know those they prescribe. Often, providers develop a keen familiarity with at least three to four drugs in each category of medicine. Knowing those drugs means knowing their purpose, side effects, interactions, treatment efficacy, costs and most importantly when they should not be prescribed. This presentation considers the ethical implications of prescribing a treatment when prescribers fail to consider cost in the decision making process. Using a case study approach, the presentation will engage the audience in analyzing the conflicts (ethical dilemmas) that can arise when prescribers fail to discuss with patients the financial implications of prescribing a costly drug. The concepts of resource allocation, financial toxicity, common good and professionalism will be explored during the case study discussion. Those present will be able to identify the costly power of a prescriber’s pen and the complications that arise when patients are not part of treatment decisions.