



NEWS BRIEF

TRUMPRX OVERVIEW

On September 30, the TrumpRx.gov website was launched to promote transparency and affordability in prescription drug pricing by offering a direct-to-consumer discount platform aligned with Most Favored Nation pricing. This initiative aims to provide medications at prices comparable to the lowest rates in developed countries while encouraging domestic drug manufacturing.

+ Pfizer's strategic benefits: Pfizer is investing \$70 billion in U.S. manufacturing to avoid proposed tariffs on foreign-made branded drugs and gains a three-year tariff exemption for importation of brand drugs manufactured outside of U.S. The platform also offers Pfizer direct distribution, regulatory stability, and opportunities to maintain profitability while offering competitive pricing.

+ Patient impact and limitations: While TrumpRx improves access to certain drugs, patient savings are often limited due to low usage and cost-sharing requirements. For 90% of patients with pharmacy benefit coverage, these medications are more affordable through their employer-sponsored health benefits. Among the remaining 10%, some still cannot afford expensive treatments like Xeljanz, which costs over \$3,000 for a 30-day supply. In addition, TrumpRx functions outside of the traditional pharmacy benefits, so the member out-of-pocket costs may not apply to the deductible. Patients who do not have access to the specified drugs through their traditional pharmacy benefit, can now have access to the medication at a reduced cost.

+ Considerations for payers: TrumpRx currently has minimal direct impact on payers as members pay out-of-pocket. However, for payers who want to offer an integrated benefit, we recommend full financial and operational analysis. As TrumpRx evolves, manufacturers may begin offering lower prices directly and eliminate rebates within the commercial insured PBM space. This scenario could be similar to how AMCP-negotiated drugs are handled; making a comprehensive financial analysis and PBM negotiations important.

+ Other considerations: The platform bypasses prior authorizations that ensure clinical oversight, which may raise safety and appropriate utilization concerns despite the convenience.



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PFIZER DRUGS THROUGH TRUMPRX			
DRUG	INDICATION	MONTHLY LIST PRICE (DOES NOT REFLECT ANY DISCOUNTS OR REBATES)	TRUMPRX PRICE (DISCOUNT OF LIST PRICE)
Abrilada (adalimumab-ab-adz)	Autoimmune, including rheumatoid arthritis, psoriatic arthritis, Chron's ulcerative colitis	\$519	\$207.60 (60% discount)
Duavee (conjugated estrogen/bazedoxifene)	Vasomotor symptom of menopause prevention osteoporosis	\$203	\$30 (85% discount)
Eucrisa (crisborole)	Atopic dermatitis	\$692	\$162 (80% discount)
Toviaz (fesoterondine)	Overactive bladder	\$290	\$42 (85% discount)
Xeljanz (tofacitinib)	Rheumatoid arthritis, psoriatic arthritis, ulcerative colitis	\$6,073	\$3,643.88 (40% discount)
Zazvpret (zavegepan)	Migraines	\$1,133	\$566.50 (50% discount)

Managed Healthcare Executive. Myshko. 2025. Here are the Pfizer Drugs to be Offered Through TrumpRx.

AMGEN DRUGS THROUGH TRUMPRX			
DRUG	INDICATION	MONTHLY LIST PRICE (DOES NOT REFLECT ANY DISCOUNTS OR REBATES)	TRUMPRX PRICE (DISCOUNT OF LIST PRICE)
Repatha (evolocumab)	High cholesterol	\$573	\$239 (58% discount)

Fierce Pharma. Park. 2025. Amgen unveils DTC platform with 60% discount on Repatha, giving U.S. lowest price of G7 nations.

REFERENCES

American Pharmaceutical Review. 2025. Pfizer Avoids Trump's 100% Drug Tariffs with Major U.S. Manufacturing and R&D Expansion.

New York Post. Swartz. 2025. What will 'TrumpRx' actually mean for patients? Who will benefit most from slashed drug costs—and what those savings will look like.

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