

PATIENTS VS. MIDDLEMEN

Patients and Pharmacy Benefit Managers
Want **Different** Things



Better **HEALTH**



PRIORITY



Higher **PROFITS**

Being able to
AFFORD
out-of-pocket
costs for Rx



GOAL



Shifting more
RX COSTS
to patients

**DIRECT
DISCOUNTS** that
lower the price of
their medicine



POLICY
PREFERENCE



REBATES from
manufacturers
that boost their
revenue



Learn how reforming the pharmacy benefit managers' rebate system can **improve patient access.**

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