

# TrumpRx: Enabling direct-to-patient care?

Under the “Delivering Most-Favored Nation Prescription Drug Pricing to American Patients” Executive Order (May 2025), the Trump administration offered a pathway for MFN-participating manufacturers to sell prescription drugs direct-to-patients (DTP).



**As of December 11, 2025, a variety of manufacturers have reached agreements or stated their intent to offer discounted prices for some of their medications through TrumpRx. So far, the scope has been limited to products that were already highly discounted and to a set of patients who were un- or under-insured, limiting the impact on manufacturers.**

The TrumpRx.gov portal is slated to go live in January 2026 and is expected to serve as a hub to direct patients to DTP offerings from participating manufacturers.

## Payer & PBM implications

- The emerging DTP marketplace may prompt employers to explore alternatives to traditional drug coverage, potentially encouraging patients to buy direct. New companies are emerging to assist employers in driving this alternative.
- This comes at a tricky time for PBMs that are criticized for their rebate models, Cigna/ESI has announced that it will shift to a pass-through model which may have prices for their members look more like DTP pricing.
- Health plans risk losing access to critical pharmacy data, undermining their ability to manage care coordination and adherence programs.

**The significance of TrumpRx for health insurers and employers remains unclear.**

## Manufacturer implications

- Lifestyle therapies (e.g., Eli Lilly and Novo Nordisk's weight loss drugs) may see the greatest impact, as the DTP model can bring coverage and pricing within reach for a broader consumer base.
- DTP pricing is likely to have the most impact on uninsured or high-deductible patients, as cost sharing for the insured should remain lower than DTP prices.
- The DTP model could open the market to new, lightly differentiated entrants who previously struggled to secure formulary access through traditional PBM channels.
- Manufacturers should take a portfolio-wide view: while DTP may benefit select patient affordable products, maintaining relationships with payers remains critical for specialty drug success.

**Manufacturers should be selective regarding the products that would be appropriate for TrumpRx.**