Adam J. Fein, Ph.D.

Drug Channels Institute

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ABOUT THE AUTHOR

Adam J. Fein, Ph.D., is the CEO of Drug Channels Institute (DCI), a leading source of industry research about pharmaceutical economics and the drug distribution system. DCI is a subsidiary of Pembroke Consulting, Inc.

Dr. Fein is one of the country's foremost experts on pharmaceutical economics and the drug distribution system. He has published hundreds of academic and industry articles. Dr. Fein has contributed to and is regularly quoted in such national publications as *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *Forbes*, and many others.



His popular and influential <u>Drug Channels</u> website is the go-to source for definitive and comprehensive industry analysis, delivered with a witty edge. *Drug Channels* is the only place where you'll find a serious discussion of PBMs, drug pricing, and pharmacy economics, all explained with humor and a healthy dose of pop culture.

Dr. Fein earned his doctoral degree from the Wharton School of Business at the University of Pennsylvania and his undergraduate degree from Brandeis University. He lives in Philadelphia with his wife and business partner, Paula.

Contact information

Adam J. Fein, Ph.D. Drug Channels Institute 1515 Market Street, Suite 1660

Philadelphia, PA 19102 Phone: 215-523-5700

Website: www.DrugChannelsInstitute.com

Email: afein@drugchannels.net

Visit Dr. Fein's Drug Channels website for the latest industry updates!



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ABOUT DRUG CHANNELS INSTITUTE

<u>Drug Channels Institute (DCI)</u> is a leading source of industry research about pharmaceutical economics and the drug distribution system.



DCI hosts live video webinars during which Dr. Fein discusses trends and policies that affect the pharmaceutical industry and its channels. <u>Click here to view our current and previous video</u> webinars.

DCI also combines Dr. Fein's expertise and cutting-edge analysis—such as this 2022 Economic Report on U.S. Pharmacies and Pharmacy Benefit Managers—into interactive e-learning modules that offer your team a thorough grounding in crucial industry topics. Click here to view a module list. These online learning tools explain highly complex economic and business data and concepts so you can:

- Make better decisions to achieve your business goals
- Improve relationships with key accounts
- Understand your customers, channels, and the economics of the U.S. pharmaceutical industry

To learn more about how Drug Channels Institute can help your business, please contact:

Paula Fein, M.S.Ed. V.P., Business Development Drug Channels Institute 1515 Market Street, Suite 1660 Philadelphia, PA 19102

Phone: 215-523-5700

Website: www.drugchannelsinstitute.com

Email: paula@drugchannels.net



INTRODUCTION AND GUIDE TO THE 2022 REPORT

In 2021, the pharmaceutical channel—and, for many, our way of life—began to stabilize after the unprecedented volatility triggered by the ongoing COVID-19 pandemic. U.S. distribution and dispensing channels for prescription drugs have remained highly resilient during the past two years. Pharmacy and healthcare provider markets have rebounded to near pre-pandemic levels.

Amid ongoing uncertainty about the ultimate resolution of the pandemic, the industry continues to confront a diverse set of commercial, political, and legal challenges. They are among the many issues we consider in the 2022 edition of this report:

- Pharmacies and pharmacists stepped up as critical providers of medications and are playing a crucial role in administering COVID-19 vaccines. Retail pharmacies administered more than 40% of all COVID-19 vaccines.
- In 2021, total prescription dispensing revenues of retail, mail, long-term care, and specialty pharmacies exceeded \$500 billion (excluding COVID-19 vaccines). Specialty drugs accounted for nearly 40% of outpatient prescription revenues—and an even greater share of payers' net prescription costs.
- Specialty drugs remain the key driver of prescription revenues for the pharmacy and PBM industries. In the coming years, both biologic and traditional specialty drugs will face increasing competition from biosimilar and generic versions of these products. The 2023 launch of the Humira biosimilars will be a market-changing event for pharmacy benefit management and specialty pharmacy.
- The Big Three pharmacy benefit managers (PBMs) grew their share of the prescription market in 2021, while rebate negotiations have become more concentrated within newly formed PBM-owned purchasing groups.
- Payers and PBMs continue to tighten their management of specialty drugs and specialty dispensing. However, both hospital-owned specialty pharmacies and large specialty pharmacies independent from a PBM are a growing share of the dispensing market.
- Low generic prices are limiting pharmacies' revenues and gross profits from these prescriptions. An emerging set of novel competitors—cash-pay pharmacies, discount card vendors, Amazon, and digital pharmacies—are challenging the long-standing competitive dynamics and economics of generic drug dispensing.
- Consistent with the analyses in previous editions of this report, most people incur
 relatively small out-of-pocket costs for their prescriptions, due partly to a growing share
 of prescriptions being dispensed with no patient out-of-pocket expense. Patients taking

specialty drugs continue to face high out-of-pocket costs due to benefit design that favors deductibles and coinsurance spending.

- Copay accumulator adjustment programs are now a common feature of pharmacy benefit designs. However, adoption of copay maximizers now exceeds that of copay accumulators, as plans increase their efforts to access patient support funds provided by pharmaceutical manufacturers.
- List prices for brand-name drugs—which directly impact the revenues and profits of
 pharmacies and PBMs—continue to grow more slowly than they have historically.
 However, brand-name drugs' net prices (after rebates and discounts) have declined for
 the fourth year. Consequently, growth in the number of people being treated and the
 number of prescriptions being dispensed remains a key driver of drug spending growth.
- The gross-to-net bubble, which measures total rebates and discounts paid by manufacturers, reached \$204 billion for patent-protected brand-name drugs in 2021. There have been few new developments in plan sponsors' usage of rebates since last year's edition of this report, due partly to the pressing issues of the COVID-19 pandemic.
- The retail pharmacy shakeout is accelerating, as smaller competitors sell to larger companies and larger chains reduce store count. At the same time, CVS, Walgreens, and Walmart have increased their investments in healthcare sites that compete directly with urgent care clinics, physician offices, and other healthcare providers.
- Insurers, PBMs, and specialty pharmacies have combined into vertically integrated organizations. To date, these organizations have had limited success in achieving significant synergies. Some companies have started to unwind their vertical efforts.
- The 340B Drug Pricing Program now exceeds the size of the nation's Medicaid outpatient drug market. Pharmacies' role in—and profits from—the 340B program have been disrupted, because many manufacturers now limit prescriptions dispensed via contract pharmacies. These highly controversial actions have triggered extensive litigation and raised the prospect of congressional action.
- State and federal lawmakers continue to scrutinize PBMs' profit models and incentives.
 Disclosures about PBMs' unexpectedly large profits in managed Medicaid programs have triggered several larger states to carve-out pharmacy to fee-for-service Medicaid. Federal legislative action regarding drug prices remains highly uncertain, though states have enacted more than 200 laws targeting various aspects of the U.S. drug channel.
- New cell and gene therapies are slowly being adopted, although traditional channel participants appear to be playing a limited role in delivering these novel therapies.



Understanding an Evolving Marketplace

The 2022 Economic Report on U.S. Pharmacies and Pharmacy Benefit Managers—our 13th edition—remains the most comprehensive, fact-based tool for understanding the entire U.S. drug pricing, reimbursement, and dispensing system. This unique resource is your ultimate guide to the complex web of interactions within U.S. prescription drug channels.

This definitive, nonpartisan report includes the most current information about pharmacy dispensing channels, third-party payers, PBMs, patients' financial contributions, government regulations, and more. The report synthesizes a wealth of statistical data, research studies, financial information, and my own extensive business consulting experience. It will aid pharmaceutical manufacturers, wholesalers, pharmacists, pharmacy owners, hospital executives, pharmacy buyers, benefit managers, managed care executives, policy analysts, investors, consultants, and many others.

Thousands of companies operate within the U.S. system, enabling the 6.2 billion equivalent prescriptions to be dispensed and paid. The table below highlights the largest public companies that operate in the drug channel. Many of these firms are among the largest businesses on the *Fortune 500* list.

Major Public Companies Operating in U.S. Drug Channels

	Stock	
Company	Ticker	Primary U.S. Channel Role(s)
Amazon	AMZN	Mail pharmacy
CVS Health	CVS	Insurer/PBM/Chain drugstore/Mail & specialty pharmacy/Long-term care pharmacy
GoodRx	GDRX	Discount card provider
Kroger	KR	Supermarket with pharmacy/PBM/Specialty pharmacy
Rite Aid Corporation	RAD	Chain drugstore/PBM/Mail & specialty pharmacy
Walgreens Boots Alliance	WBA	Chain drugstore/Mail & specialty pharmacy/Long-term care pharmacy
Walmart	WMT	Mass merchant with pharmacy/Specialty pharmacy
Anthem	ANTM	Insurer/PBM
Centene	CNC	Insurer/PBM/Mail & specialty pharmacy
Cigna	CI	Insurer/PBM/Mail & specialty pharmacy
Humana	HUM	Insurer/PBM/Mail & specialty pharmacy
UnitedHealth Group	UNH	Insurer/PBM/Mail & specialty pharmacy
AmerisourceBergen	ABC	Pharmaceutical wholesaler/Specialty pharmacy
Cardinal Health	CAH	Pharmaceutical wholesaler
McKesson Corporation	MCK	Pharmaceutical wholesaler/Specialty pharmacy

These and other companies discussed in this report operate within a complex distribution, payment, and reimbursement system, illustrated on the next page.



Services agreement Formulary agreem Wholesaler payment for product Rebates (DIR) & fees Third-Party Pave through of rebates Product shipment Service and and fees Data Fees Product shipment (specialty) Negotiation Negotiation Reimbursement to PBM nacy Benefit (including any network PSAO GPO Manager spread) Participation Participation Pharmacy payment for product Prescription reimbursement Network participation Prime vendor agreement DIR Copayment or prescription coinsurance Product Movement Financial Flow Contract Relationship Insurance premiums GPO = group purchasing organization; PSAO = pharmacy services administrative organization; DIR = direct and indirect remuneration

The U.S. Pharmacy Distribution and Reimbursement System for Patient-Administered, Outpatient Brand-Name Drugs

GPO = group purchasing organization; PSAO = pharmacy services administrative organization; DIR = direct and indirect remuneration Source: Drug Channels Institute research. Chart illustrates flows for Patient-Administered, Outpatient Drugs. Please note that this chart is illustrative. It is not intended to be a complete representation of every type of product movement, financial flow, or contractual relationship in the marketplace.

The 2022 Economic Report on U.S. Pharmacies and Pharmacy Benefit Managers discusses and analyzes the key channel flows illustrated above:

- **Product movement**, which traces shipments from pharmaceutical manufacturers to the drug wholesalers that supply pharmacies. Retail, mail, long-term care, and specialty pharmacies mark the final step in which a prescription is dispensed to a patient.
- Financial flows, which transfer money from third-party payers to PBMs, which in turn reimburse pharmacies. Funds flow to manufacturers via pharmacies, which purchase drugs from wholesalers. Funds flow from manufacturers to PBMs in the form of rebates and fees. The PBMs share most of these payments with plan sponsors, reducing plans' net prescription costs. Manufacturers' payments to PBMs and other third-party payers do not flow through wholesale or retail channels.
- Contractual relationships, which govern the relationships between: 1) payers and PBMs;
 2) PBMs and pharmacies; 3) pharmacies and wholesalers; 4) wholesalers and manufacturers; and 5) manufacturers and PBMs.

In Sections II and III of the report, we revisit this chart to link each flow with the corresponding report chapters that explain and analyze it. This chart appears as Exhibit 59 (page 105).



What's New in the 2022 Report

The 2022 Economic Report on U.S. Pharmacies and Pharmacy Benefit Managers retains the overall structure we employed in previous editions. As always, we have updated all market and industry data with the most current information available, including our annual analyses of the market positions of the largest pharmacies, specialty pharmacies, and PBMs.

This 2022 edition addresses COVID-19 and its ongoing impact on the pharmacy and PBM industries. Given this uncertainty, we plan to revisit the topic in future editions. We will also continue to monitor these trends on *Drug Channels*.

Many sections and chapters have been expanded and/or reorganized to better cover the latest industry developments. In this 2022 edition, you'll find the following changes and updates:

- Chapter 1 includes updated and expanded material about healthcare and clinical services at retail chains, as well as a new <u>Section 1.4.4.</u> with data about pharmacies' administration of—and profits from—COVID-19 vaccines.
- Chapter 2 incorporates additional data analyses that address COVID-19 and its impact on the pharmacy industry.
- <u>Section 4.3.</u> has been expanded to better cover patient-paid prescriptions and new developments in cash-pay prescriptions and discount cards.
- Chapter 5 has been reorganized to provide more complete coverage of the PBM industry. We have added two new sections: <u>Section 5.2.3.</u>, which reviews smaller PBMs, and <u>Section 5.2.4.</u>, which reviews the PBM purchasing groups and GPOs.
- Chapter 6 includes new information about specialty carve-out programs and copay maximizer programs.
- Chapter 9 contains substantial new data on rebates and gross-to-net pricing as well as new information on net pricing in various government programs.
- Chapter 11 includes expanded information on the 340B Drug Pricing Program, including a new <u>Section 11.5.4.</u> that addresses split-billing software vendors.
- Chapter 12, which covers the industry outlook and emerging trends, has been significantly updated and restructured to reflect developments that have occurred since the preceding edition of this report. We have also reorganized and renamed Section 12.2. to better focus on the outlook for specialty drugs, including specialty generics and biosimilars. A new Section 12.3.6. focuses on the shakeout and consolidation within retail pharmacy.



 Throughout the report, we have added new industry data sources, deepened our coverage of many topics, and added more trending information. We have also replaced a number of exhibits with new material. There are 216 exhibits in the 2022 edition, compared with 211 in the 2021 edition.

Structure of the 2022 Report

This report analyzes the industry in three major sections, comprising 12 total chapters:

SECTION I: THE U.S. PHARMACY INDUSTRY

- Chapter 1: Industry Overview (page 12) defines the industry and its regulatory framework, describes the different products and prescriptions that a pharmacy dispenses, provides data on traditional and specialty prescription costs, delineates different pharmacy industry participants, and quantifies differences among dispensing formats. This chapter includes our analysis of pharmacist-provided clinical services (including medication therapy management services), retail healthcare services, and COVID-19 vaccine administration.
- <u>Chapter 2: Pharmacy Industry Market Structure</u> (page 46) analyzes the industry's prescription and revenue growth trends. It identifies the largest pharmacies based on prescription revenues. It then analyzes recent market share trends for each dispensing format and for the major national companies.
- Chapter 3: Specialty Drugs and Specialty Pharmacies (page 67) provides a comprehensive overview of the pharmacies dispensing specialty medications. It includes our exclusive analyses of national market share for pharmacy-dispensed specialty drugs and accreditation trends among pharmacies. It also provides a competitive analysis of the various organizations that compete to dispense specialty medications. The chapter reviews the channel strategies that pharmaceutical manufacturers use for specialty drugs, explains the role of service fees, and profiles the specialty hub services market.

SECTION II: THIRD-PARTY PAYMENT AND PHARMACY BENEFITS

- <u>Chapter 4: Payment and Spending for Prescription Drugs</u> (page 106) examines the
 primary payers for prescription drugs at retail, mail, long-term care, and specialty
 pharmacies. It analyzes recent changes in the payer mix and spending on traditional vs.
 specialty drugs. Chapter 4 also reviews the cash-pay prescription market and the use of
 discount card programs.
- <u>Chapter 5: Pharmacy Benefit Management</u> (page 128) identifies the services and roles of PBMs. Chapter 5 analyzes the structure of the PBM industry, reviews the business strategies of the largest PBMs, profiles smaller PBMs, and discusses the emergence of PBM-owned purchasing organizations. It describes the relationship between PBMs and



the pharmacies that participate in a PBM's network, reviews how pharmacy services administrative organizations (PSAOs) intermediate between retail pharmacies and PBMs, and explains how plan sponsors compensate PBMs for benefit management services. Chapter 5 also reviews PBMs' spread pricing profits from managed Medicaid programs.

- Chapter 6: Consumer Copayments and Coinsurance (page 164) analyzes the benefit designs and plan structures that determine patients' out-of-pocket spending for the major third-party payers: employer-sponsored health plans, health insurance marketplace (HIM) plans, Medicare Part D, and Medicaid. We explore manufacturers' out-of-pocket payment support programs, explain the emergence and use of copay accumulators and maximizers, discuss specialty carve-out programs, and provide data on patient out-of-pocket expenses. We also explore how benefit design affects patients' out-of-pocket costs.
- Chapter 7: Narrow Pharmacy Networks (page 203) analyzes the structure, utilization, and economics of narrow network models. We explain the use and economics of narrow networks for pharmacies in commercial health plans and Medicare Part D. We review mail and retail pharmacies as narrow network options for maintenance prescriptions. This chapter also evaluates the latest data on payer-defined networks for specialty drug dispensing in commercial health plans and for buy-and-bill channels.

SECTION III: DRUG CHANNEL ECONOMICS AND OUTLOOK

- Chapter 8: Prescription Reimbursement by Third-Party Payers (page 229) explains the formulas and methodologies for computing a pharmacy's revenue from brand-name, generic, and specialty prescriptions. It also delves into maximum allowable cost (MAC) prices as well as the regulations and laws related to MAC prices. This chapter compares traditional list price methods with acquisition-cost reimbursement approaches now utilized in fee-for-service Medicaid programs. We also review the economics of mail vs. retail pharmacies for payers and consumers.
- Chapter 9: Drug Pricing, Rebates, and Payer Costs (page 245) explores rebates in commercial health plans, Medicare Part D, Medicaid, and the Department of Veterans Affairs. It explains how PBMs negotiate with manufacturers, analyzes trends in list and net drug prices, and describes the gross-to-net bubble phenomenon. The chapter explains how plan sponsors use rebates, the role of point-of-sale rebates, and controversies over rebates. The chapter concludes by illustrating how prescription reimbursement, formulary rebates, and consumer copayments affect a plan sponsor's net costs for a typical traditional and specialty prescription.
- <u>Chapter 10: Relationships With Pharmaceutical Wholesalers</u> (page 279) explores pharmacies' interactions with their primary wholesale suppliers of drugs. It explains wholesalers' channel roles and services, identifies the largest wholesale suppliers, and analyzes how wholesalers affect pharmacies' acquisition costs for drugs. We present our

latest data on pharmacy group purchasing organizations and the generic sourcing relationships between wholesalers and large pharmacies.

- Chapter 11: Pharmacy and Prescription Profitability (page 291) unites the reimbursement and cost discussion from Chapter 8 and Chapter 10 by presenting the latest available data on pharmacy and prescription profitability. This chapter documents overall drugstore profitability, pharmacy margins for prescriptions from different dispensing formats, profit differences between brand and generic prescriptions, and PBMs' gross profits from network and mail pharmacies. Chapter 11 also includes material on the direct and indirect remuneration (DIR) fee payments that pharmacies make to PBMs and health plans. Finally, we consider pharmacies' role and profits in the 340B Drug Pricing Program.
- Chapter 12: Outlook and Emerging Trends (page 327) presents the outlook for the pharmacy industry's product mix and revenues in 2026. This chapter also considers the outlook for specialty drugs, including the growth in specialty generic drugs and pharmacy-dispensed biosimilars. We also discuss crucial emerging trends, including: vertical integration; importation; state legislation; cell and gene therapies; controversy over the 340B program; and shakeout and consolidation in retail pharmacy. We also address such new entrants as Amazon and venture-backed digital pharmacies.

How to Use the 2022 Report

The chapters are self-contained and do not need to be read in order. We include extensive internal clickable hyperlinks to help you navigate the entire document and customize it to your specific needs. After clicking a link, use the following shortcuts to return to your previous location in the document:

Windows: ALT+Left Arrow

Mac: Command+Left Arrow

There are more than 800 <u>endnotes</u>, most of which have hyperlinks to original source materials. The report also includes a list of the <u>Acronyms and Abbreviations</u> used within it. To search the entire PDF document for every occurrence of a word or phrase, use the following shortcuts:

Windows: Shift+CTRL+F

Mac: Shift+Command+F

As always, I welcome your feedback. Please contact me if you have any questions or comments about *The 2022 Economic Report on U.S. Pharmacies and Pharmacy Benefit Managers*.

Adam J. Fein March 2022

P.S. Click here for post-publication errata.



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