DRUG CHANNELS

Expert Insights on Pharmaceutical Economics and the Drug Distribution System

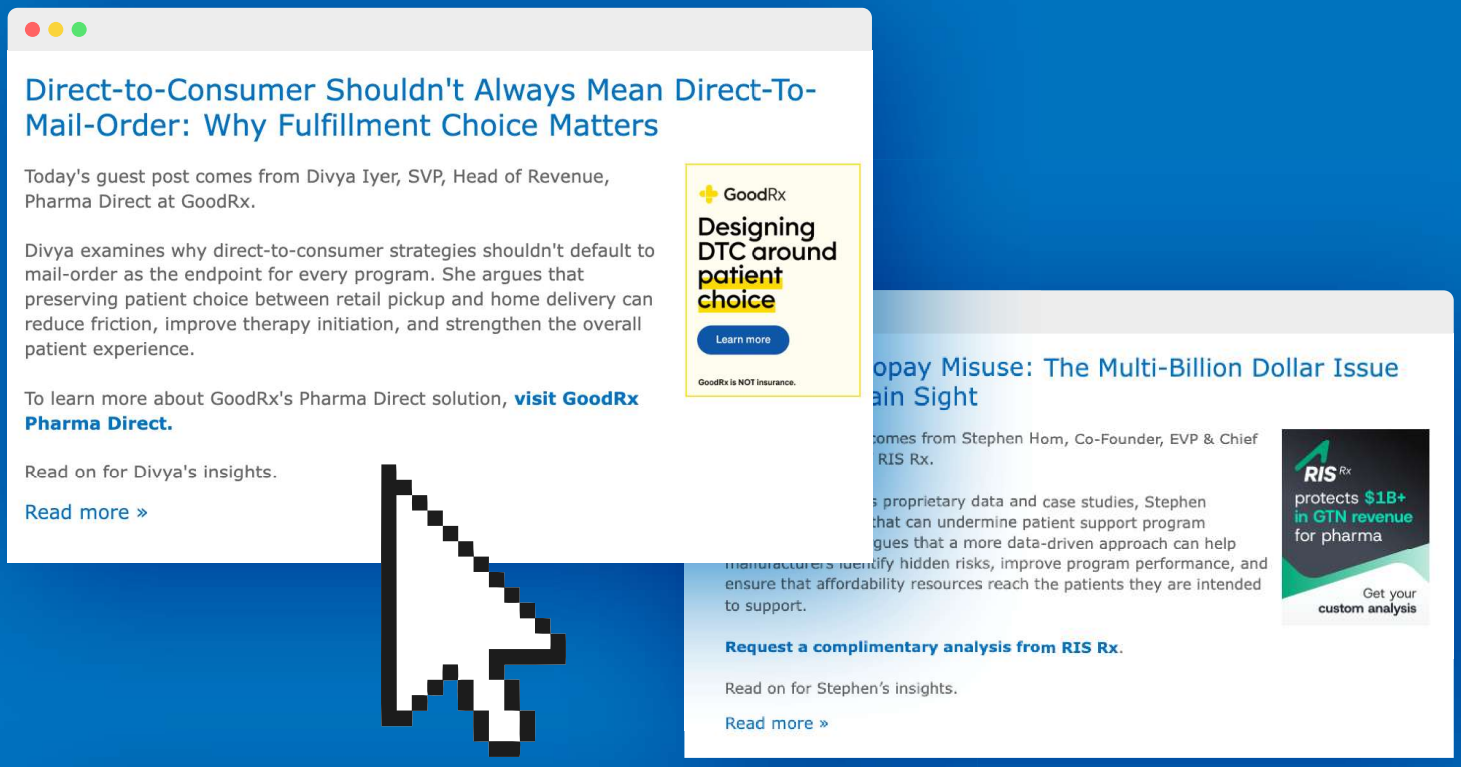
Media Kit 2027

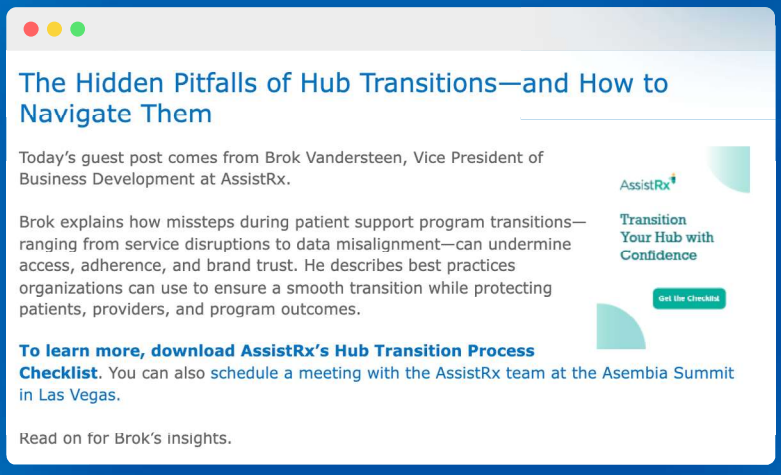
www.DrugChannels.net

The *Drug Channels* website is a product of Drug Channels Institute, an HMP Global Company

HMP Global

Drug Channels is the leading resource for more than 100,000 professionals in the pharmaceutical and related industries.





> *Drug Channels* is a must-follow resources for knowledgeable insight into events that are shaping the future of our industry."
>
> VP PHARMA STRATEGIES AND ACCOUNT MANAGEMENT AT A LARGE PBM

Since 2006, *Drug Channels* has been helping our thousands of readers make sense of pharmaceutical economics and the drug distribution system. We deliver timely analysis and provocative, highly regarded opinions on the dynamic healthcare system.

DRUG CHANNELS IS THE LEADING SOURCE FOR INSIGHT ON:

- Pharmacy economics and prescription profits
- Pharmaceutical reimbursement
- Business strategies of key market participants
- Industry evolution and trends
- The fast-growing specialty drug market
- Healthcare reform and policy
- Legal aspects of the pharmaceutical supply chain



Drug Channels is my best source of up-to-date information about current events affecting pharmacies, wholesalers and PBMs."

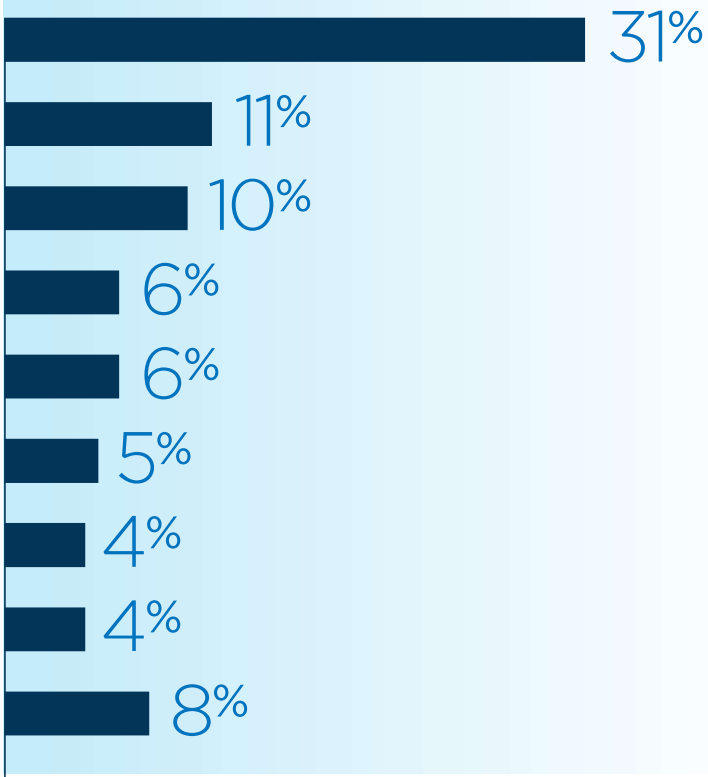
PROFESSOR OF PHARMACOECONOMICS AND HEALTH OUTCOMES AT A SCHOOL OF PHARMACY

Reach top decision-makers across the industry

Drug Channels **attracts a large, diverse audience throughout the pharmaceutical and healthcare industries. Our readers' backgrounds reflect the many diverse topics that *Drug Channels* reports and analyzes.**

Our Subscribers' Primary Industries

JULY 2026



SUBSCRIBER JOB TITLES INCLUDE

CEO ▪ COO ▪ President ▪ Executive Vice President ▪ Senior Vice President – Global Generics ▪ Vice President ▪ Vice President of Clinical Services ▪ Pharmacy Strategy Director ▪ Global Director ▪ Senior Director – National Accounts ▪ Director of Market Intelligence ▪ Director of Pharmacy Services ▪ Director of National Accounts ▪ Director of Retail Stores ▪ Senior Healthcare Analyst

*"Other" includes: Industry Association, Consulting Services, and Media.
Figures exclude subscribers with unknown or undisclosed industry affiliations.

Your message will reach an engaged audience of 100,000+ people who regularly open, click, forward, and share *Drug Channels* content

DRUG CHANNELS WEBSITE TRAFFIC[1]

110,000
Average monthly page views

93,000
Average monthly unique visits

MORE THAN 134,000 INDUSTRY LEADERS CONNECT WITH *DRUG CHANNELS* ON DIVERSE PLATFORMS[2]

DRUG CHANNELS AUDIENCE

Email Subscribers Join Our Mailing List	**25,000+**
Bryce Platt LinkedIn Followers Visit Bryce Platt on LinkedIn	**40,000+**
Drug Channels Institute LinkedIn Followers Drug Channels Institute LinkedIn	**8,000+**
@DrugChannels X Followers Visit Drug Channels on Twitter/X	**19,000+**

DECEMBER 2026

1. Traffic data for www.DrugChannels.net from Google Analytics for June 2025 through May 2026.
2. All figures as of June 30, 2026. Total audience excludes estimated number of individuals who follow Drug Channels on multiple platforms.

Sponsored Guest Posts deliver your thought leadership message directly to the *Drug Channels* community

Share a piece of thought leadership with the *Drug Channels* audience. Sponsored Guest Posts are especially valuable for announcing technology solutions and other services. Limited to 800 words.

DRUG CHANNELS 2026 AVERAGES TO-DATE	GUEST POSTS
Page Views	2,983
Clicks on CTA Link	2,264
LinkedIn Impressions	3,409
LinkedIn Engagement	39
Twitter/X Impressions	745

JUNE 2026

View Guest Posts



IRA Fallout: What 2025 Medicare Shifts Mean for Patient Access and Market Strategy

Today's guest post comes from Scott Hughes, Vice President of Strategy of CareMetx.

In this latest analysis from CareMetx, Scott explores how the Inflation Reduction Act (IRA) is reshaping Medicare patients' access to critical medications across three high-impact therapeutic areas: immunology, oncology, and endocrinology. Drawing on fresh 2025 plan data, he highlights the emerging barriers faced by patients, the shifting demands on providers, and the strategic implications for drug manufacturers.

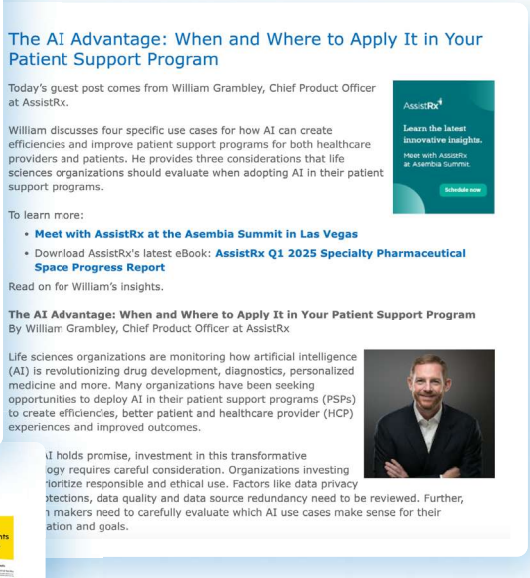
To learn more, download CareMetx's complete analysis: **The IRA Disruption Report: A Strategic Look at Patient Access Changes**.

Read on for Scott's insights.

IRA Fallout: What 2025 Medicare Shifts Mean for Patient Access and Market Strategy
By: Scott Hughes, Vice President of Strategy, CareMetx

The Inflation Reduction Act (IRA) promised cost relief for patients—and in many ways, it's delivering. A $2,000 out-of-pocket cap, $35 insulin, $0 vaccines, and expanded eligibility for low-income subsidies are all major wins. But those gains are triggering ripple effects throughout the healthcare landscape, especially for drug manufacturers.

To fund these patient-friendly benefits, Medicare plans have made tough trade-offs. Many have slashed formularies, increased cost sharing, or tightened prior authorization (PA) requirements. The result? Millions of beneficiaries are being forced to switch therapies, appeal denials, or seek entirely new coverage—meaning manufacturers are left to navigate an increasingly complex access landscape.



The AI Advantage: When and Where to Apply It in Your Patient Support Program

Today's guest post comes from William Grambley, Chief Product Officer at AssistRx.

William discusses four specific use cases for how AI can create efficiencies and improve patient support programs for both healthcare providers and patients. He provides three considerations that life sciences organizations should evaluate when adopting AI in their patient support programs.

To learn more:

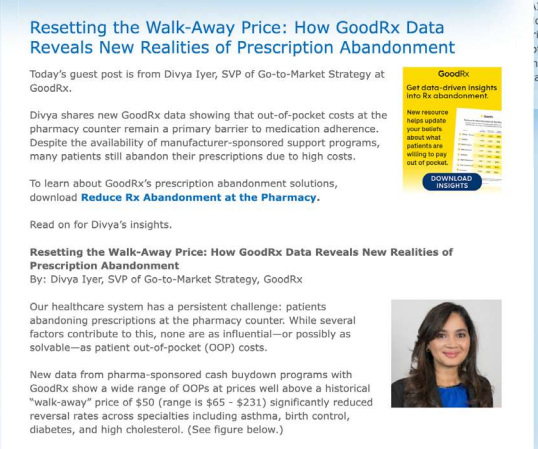
- **Meet with AssistRx at the Asembia Summit in Las Vegas**
- Download AssistRx's latest eBook: **AssistRx Q1 2025 Specialty Pharmaceutical Space Progress Report**

Read on for William's insights.

The AI Advantage: When and Where to Apply It in Your Patient Support Program
By William Grambley, Chief Product Officer at AssistRx

Life sciences organizations are monitoring how artificial intelligence (AI) is revolutionizing drug development, diagnostics, personalized medicine and more. Many organizations have been seeking opportunities to deploy AI in their patient support programs (PSPs) to create efficiencies, better patient and healthcare provider (HCP) experiences and improved outcomes.

AI holds promise, investment in this transformative ogy requires careful consideration. Organizations investing oritize responsible and ethical use. Factors like data privacy tections, data quality and data source redundancy need to be reviewed. Further, n makers need to carefully evaluate which AI use cases make sense for their ation and goals.



Resetting the Walk-Away Price: How GoodRx Data Reveals New Realities of Prescription Abandonment

Today's guest post is from Divya Iyer, SVP of Go-to-Market Strategy at GoodRx.

Divya shares new GoodRx data showing that out-of-pocket costs at the pharmacy counter remain a primary barrier to medication adherence. Despite the availability of manufacturer-sponsored support programs, many patients still abandon their prescriptions due to high costs.

To learn about GoodRx's prescription abandonment solutions, download **Reduce Rx Abandonment at the Pharmacy**.

Read on for Divya's insights.

Resetting the Walk-Away Price: How GoodRx Data Reveals New Realities of Prescription Abandonment
By: Divya Iyer, SVP of Go-to-Market Strategy, GoodRx

Our healthcare system has a persistent challenge: patients abandoning prescriptions at the pharmacy counter. While several factors contribute to this, none are as influential—or possibly as solvable—as patient out-of-pocket (OOP) costs.

New data from pharma-sponsored cash buydown programs with GoodRx show a wide range of OOPs at prices well above a historical "walk-away" price of $50 (range is $65 - $231) significantly reduced reversal rates across specialties including asthma, birth control, diabetes, and high cholesterol. (See figure below.)

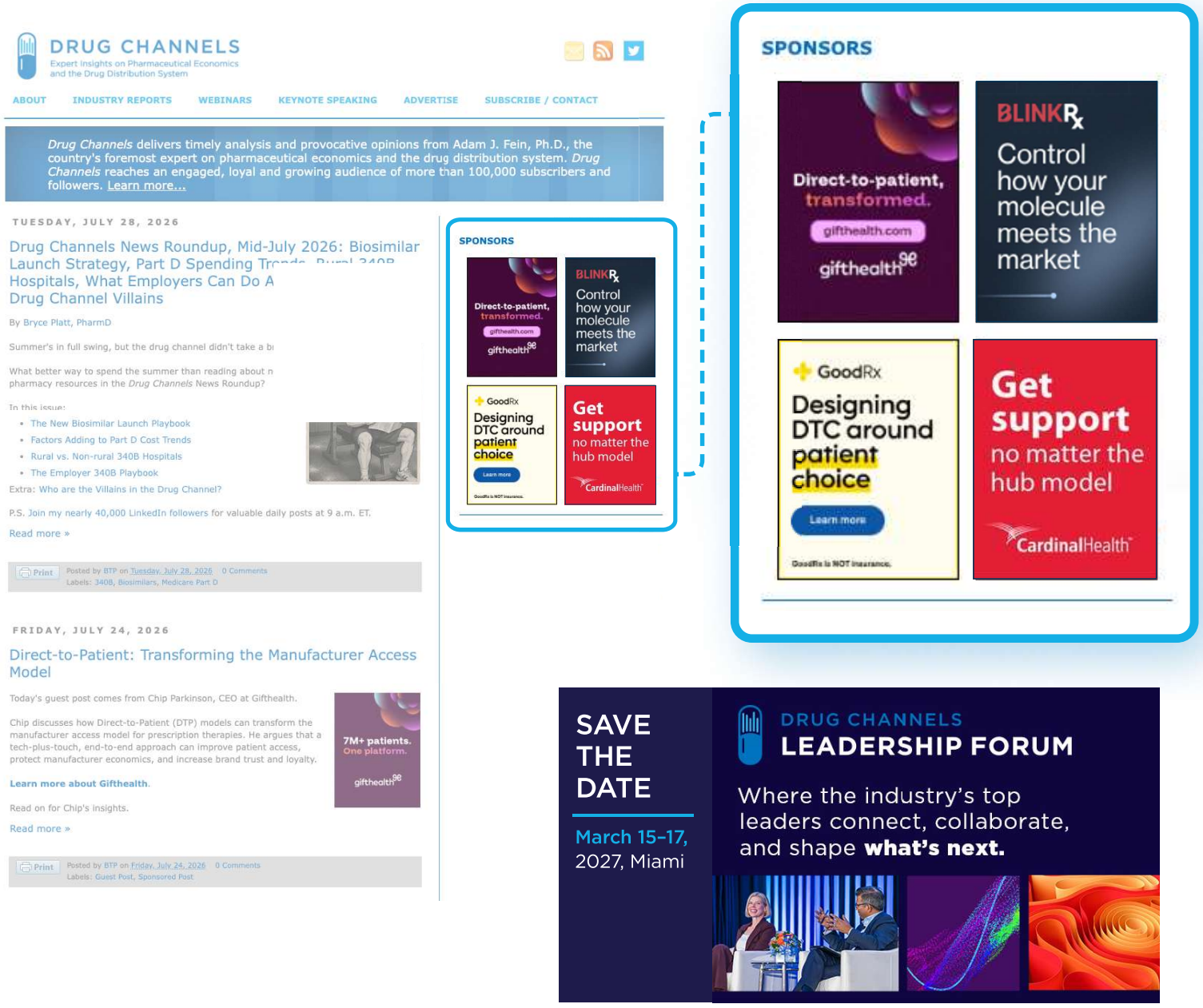
> More than 200 people signed up for our webinar after it was only promoted in our guest post on *Drug Channels*."
>
> MARKETING DIRECTOR AT AN ACCESS AND AFFORDABILITY SOLUTIONS COMPANY

> I am beyond pleased with our sponsored guest post on *Drug Channels*! Our post on *Drug Channels* led to multiple meetings with prospective customers and investors. It was a pleasure working with you."
>
> CEO AT A PHARMACY TECHNOLOGY VENDOR

*Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber. Average Publishing industry unique open rate = 31.35% (Source: MailChimp, 2025)

Banner Ads promote your campaign, event, or publication

Banner ads appear on every *Drug Channels* page and cannot be blocked by a browser add-in. These ads can point to any link the sponsor chooses. Banner ads are sold only with Sponsored Event Posts and Sponsored Guest Posts. They are not sold separately.



DRUG CHANNELS

Expert Insights on Pharmaceutical Economics
and the Drug Distribution System

www.DrugChannels.net

LEARN MORE ABOUT REACHING
THE DRUG CHANNELS COMMUNITY:

Marie Caldwell
Director of Partnerships
mcaldwell@DrugChannels.net

Contact Marie

HMP Global