

TrumpRX: Expanding Access to Lower Drug Prices



COUNCIL FOR AFFORDABLE
HEALTH COVERAGE

TrumpRX is a federal initiative designed to reduce prescription drug costs by creating a transparent, direct-to-consumer purchasing option for high-cost medications. Through an online marketplace (TrumpRx.gov), participating manufacturers voluntarily offer Americans discounted prices outside traditional rebate-driven insurance channels.

Early agreements suggest price discounts between **50 and 90 percent off list prices**, bringing real transparency, lower costs, and direct competition to a supply chain long dominated by opaque rebate arrangements.

HOW IT WORKS

- 1 Voluntary price discounts for drugs are transparently listed.
- 2 Consumers can search TrumpRx.gov for the lowest price.
- 3 Select a drug with a valid prescription.
- 4 Bring the coupon for the drug to the pharmacy.
- 5 Get the drug at the lowest available cash price, lowering costs and improving health.

TrumpRx IN ACTION

Ex. Cash prices on listed brand name drugs

Ozempic

Type 2 diabetes

~~\$1,000~~ → **\$350/mo**

Repatha

High cholesterol

~~\$625~~ → **\$239/mo**

Eucrisa

Atopic dermatitis

~~\$792~~ → **\$158**

Bevespi Aerosphere

COPD inhaler

~~\$458~~ → **\$51**

Duavee

Menopause symptoms

~~\$202~~ → **\$30**

Ovidrel

Fertility (IVF)

~~\$251~~ → **\$84**

*Prices accurate as of 9/15/26

TrumpRX can deliver substantial savings for patients, but two policy barriers could limit participation and impact:

BARRIER 1

Federal rules do not allow patients to count their own cash purchases for prescriptions towards Medicare deductibles.

BARRIER 2

Cash purchases are not integrated into benefit data; this raises medication safety issues.

THE OPPORTUNITY

60%

would be more likely to use TrumpRX if it allowed users to compare prices with other discount sites and the price paid using insurance.

50%

would be more likely to use it if purchases counted toward their insurance deductible.

POLICY SOLUTIONS

1

Allow Medicare Beneficiaries to count bona fide cash purchases towards Part D cost sharing

Medicare rules stop beneficiaries from applying cash purchases toward their Part D deductible and out-of-pocket maximum, even when the cash price is lower. Congress should require the lowest purchase price to count towards Part D cost sharing when they meet clear conditions.

WHEN IT APPLIES

- Benefit cost-sharing and discounted prices are comparable and transparent.
- Discounts apply at the pharmacy
- Cash purchases count against insurance cost-sharing obligations

IMPACT

- Seniors get the lowest price, penalty-free
- Preserves Medicare's protections
- Strengthens price competition
- Lowers costs for taxpayers & patients

2

Pair real-time benefit tools with cash discounts so consumers can compare

Transparent pricing tools only work if health data moves across the system. Today, information blocking and fragmented standards limit real-time integration. Patients should have the right to direct real-time integration of their health data.

WHAT IT INCLUDES

- Standardized price-transparency APIs
- EHR and pharmacy integration
- Stronger information-blocking enforcement

IMPACT

- Improves medication safety and coordination
- Real-time price comparison in the clinic
- Fits pricing tools into the broader system

WHY IT MATTERS

PATIENTS



- No loss of insurance protections
- Lower prices and greater choice
- No loss of insurance protections

MEDICARE & TAXPAYERS



- More price competition
- Less reliance on opaque rebates
- Lower taxpayer costs

HEALTHCARE SYSTEM



- More transparency and interoperability
- Better patient-directed data access

TrumpRx brings real transparency and competition to the drug market. Two targeted fixes, counting cash purchases toward Part D and guaranteeing a right to integrate health data, let patients capture the savings without disturbing the program's market-based design.