



At the intersection of business and health

Welcome to 2025!

Check our [website](#) for upcoming events

**APOLOGIES - Our link broke!
Access to the Advancing Primary Care
Playbook has been updated below**

Advancing Primary Care A Purchaser Playbook for Action

Advanced Primary Care (APC) is defined as primary healthcare structured to deliver increased value for patients and purchasers. We currently underutilize primary care, yet it has much to contribute toward improving health and controlling costs. APC further improves the pathway to ongoing, coordinated, high-value care, promoting early detection and treatment, care for chronic and complex conditions, and fewer unnecessary and costly visits to specialists and emergency departments. Healthcare systems with a strong primary care foundation consistently report better patient outcomes.

Primary care in the US has suffered due to under investment and a fee-for-service reimbursement system that is misaligned with the most desirable aspects of primary care, namely:

- Total-person health (physical, mental, spiritual, financial, family/home, social/cultural)
- Team-based care
- Care coordination and integration
- Interoperable health IT infrastructure

The attached Playbook, developed by one of The Collective's sister coalitions, promotes the importance of employers and other healthcare purchasers working together to advocate for returning to the core values of primary care and building advanced primary care practices. This playbook was created through a payment reform summit which brought together large private employers and public purchasers, combining their voices, to advance common priorities for innovative, cost-effective primary care.

UPDATED - Read the Primary Care Playbook for Action

News You Can Use

Heads Up, Employers! Key Drug Patents Expire in 2025

Patent expirations on high-revenue drugs, including Ozempic, Keytruda, and Eliquis set the stage for biosimilar and generic competition, reshaping global pharmaceutical markets and enhancing treatment affordability. *(Read more on drugs affected and timelines from BioPharma APAC below).*

Implications for the Industry

Expiration of these patents signals a period of heightened competition, with significant implications for pricing, market share, and patient access. Innovators will face revenue losses, prompting a pivot toward pipeline diversification and lifecycle management strategies. Meanwhile, generics and biosimilar manufacturers are positioned to expand their portfolios and cater to a growing demand for affordable treatments. For patients and healthcare systems, the entry of cost-effective alternatives marks an opportunity to enhance access to life-saving therapies, alleviating the financial burden of high-cost medications. (Expect some twists and turns through formulary adjustments [new patents] and the potential for lawsuits).

What does this mean to YOUR drug formulary?

You have the opportunity to ensure generics and biosimilars are included in your formulary. You don't have to ditch the high-cost brand name drugs, but new options could certainly improve health plan drug spend. Keep your eyes open: don't accept formularies that only support the brand names, especially for these expiring patents. Keep your formulary options (contract) open for adjustments. Ask for and include drug alternatives.

January 7, 2025 article from Drug Channels - an informative read:

[Drug Channels: Inflation-Adjusted U.S. Brand-Name Drug Prices Fell for the Seventh Consecutive Year as a New Era of Drug Pricing Dawns](#)

AND, more on the battle over who gets to make GLP-1s (obesity treatment):

High Value Drug Patents Expiring in 2025

The GLP-1 Supply Chain Battle

Medical Minute

February is Heart Month

Each February, the [National Heart, Lung, and Blood Institute](#) (NHLBI) sponsors American Heart Month to raise awareness about heart disease and ways people can keep their heart healthy. NHLBI offers a [social media toolkit](#) to promote heart-healthy living. The American Heart Association provides [Life's Essentials 8 checklist](#) to help employees improve and maintain their heart health. Both are good to jumpstart a healthy heart initiative.

Why emphasize heart health in your workforce? Because most people don't have healthy heart habits. A cardiac event causes (expensive) [reactive](#) care. Why not **help your employees get on the preventative side of good health.**

A review of your plan spend on heart-related events may be enlightening. Preventing tomorrow's heart attack could start with a blood pressure check today. February is a great month to kick off proactive heart-health education for your workforce.

REMEMBER 988

Two years ago, on July 16th, [988](#) became the new National Suicide Prevention Lifeline number. It's easy and it's accessible by call, text or chat and it's working - the Oklahoma 988 gets over 6,000 contacts a month, (up from 2,000 a month prior to 988), which are generally answered in 11 seconds by professionals in mental health organizations.

988 is great intervention, but not a magic bullet. It will take the whole system working together and collaborating to continue progress in mental health assistance. Making sure your employees are, and remain aware of 988 is a great place to start. Check out the [988 Resources](#) you can use in your workplace. [Read the KOSU/NPR article about 988.](#)

[25 Ways to Take Part in Heart Health Month](#)

[Heart Smart Fact Sheets to Share](#)

Advocacy - Healthcare

PCMA v Mulready

We've been following this lawsuit, from the Oklahoma Insurance Commissioner to the Supreme Court of the United States, this for a decision on ERISA preemption in regard to regulating Pharmacy Benefit Manager activity in our state. Last word, the U.S. Supreme Court will hear the case, likely in late spring 2025. (A ruling could have a profound impact on ERISA health plans).

CFPB to remove medical debt from credit reports

This rule will ban medical bills on credit reports used by lenders and prohibit lenders from using medical information.

Under a [new rule](#) finalized this week by the Consumer Financial Protection Bureau, medical bills will no longer be included on credit reports, a move the CFPB expects will remove an estimated \$49 billion in medical bills from the credit reports of about 15 million Americans. Oklahomans carry some of the highest medical debt in the country, so this is good news if it holds up through scrutiny under the new administration.

CVS unveils new prescription drug

reimbursement model

CVS Health has announced that all commercial prescriptions dispensed through its pharmacies will now be contracted through the company's CostVantage [reimbursement](#) model. The approach uses a transparent formula built on the drug acquisition cost, a set markup and a dispensing fee to reflect the quality of [pharmacy](#) services provided. Worth a conversation when building your 2026 plan.

[Medical Debt Removed from Credit Reports](#)

[CVS New Prescription Model](#)



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