



Maxor⁺

PHARMACY BENEFIT MANAGEMENT SERVICES

BIOSIMILAR STRATEGY

Biosimilars have been around since 2006, with the first U.S. approval in 2015.¹ Historically, it has taken two to three years for biosimilar products to gain a significant amount of market share. New-to-market biosimilar products in 2023 captured approximately 2% market share since launching. Biosimilars for Humira®, the top-selling drug in the U.S., seem to be following this trajectory. Market share for Humira dropped by 13% from just March 2024 to May 2024.² And with the launch of new interchangeable and high-concentration biosimilars, market share for Humira is expected to drop by roughly 35% by the end of 2024. That decline is expected to continue into 2025.

Biosimilars represent both a significant opportunity and challenge for the biopharmaceutical industry, especially for blockbuster drugs like Humira. Biosimilars could offer substantial cost savings and improved patient outcomes, but they also face regulatory, legal, and commercial hurdles. The Food and Drug Administration, for example, regulates biosimilars on a federal level, but there are other regulations that vary from state to state.

STARTING JANUARY 1, 2025

Our Advantage and Focus formularies will not include Humira as a preferred option for members new to therapy.

STARTING JULY 1, 2025

Our Preferred, Advantage, and Focus formularies will not include Humira as a preferred option for all members. This allows members, along with their prescribing physicians, to choose another biosimilar that better fits their healthcare needs and meets clinical excellence standards.

MaxorPlus is continuously preparing for market landscape changes, evaluating the pipeline to identify trends, and vetting manufacturers in the biosimilar space. Pharmacy benefit managers can partner with specialty pharmacies to deliver your benefit design strategy, building a plan that works for your specific needs. This represents a new chapter for members that has been almost a decade in the making since the first biosimilar for Humira was approved.

Sources

- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5013845/>
- <https://www.biospace.com/business/despite-near-30-drop-in-humira-sales-abbvie-beats-wall-streets-q2-revenue-expectations#:~:text=A%20report%20from%20Samsung%20Bioepis,down%20around%2013%25%20from%20March.>

