Maxor®

PHARMACY BENEFIT MANAGEMENT SERVICES

2024 INSIGHTS REPORT

Historical trend insights | Product solutions
Market trends | Case studies | Drug pipeline

Published May 2025

WELCOME

MaxorPlus continues to drive client and patient satisfaction through a lowest net cost approach focused on client and member engagement.

WE PROVIDE PREMIER PHARMACY BENEFITS THROUGH

CONNECTION

MANAGEMENT

OPTIMIZATION

VALUE

TOP CHALLENGES CONTINUING TO DRIVE PHARMACY SPEND

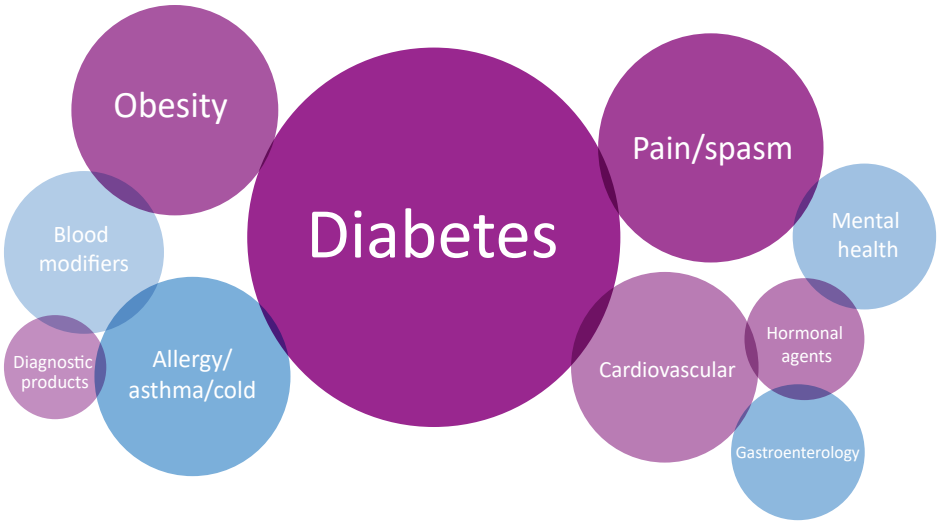
HIGH-COST DIABETES & OBESITY THERAPIES

HIGH-COST SPECIALTY & GENE/CELL THERAPIES

BIOSIMILAR MARKET EXPANSION

TRADITIONAL INSIGHTS

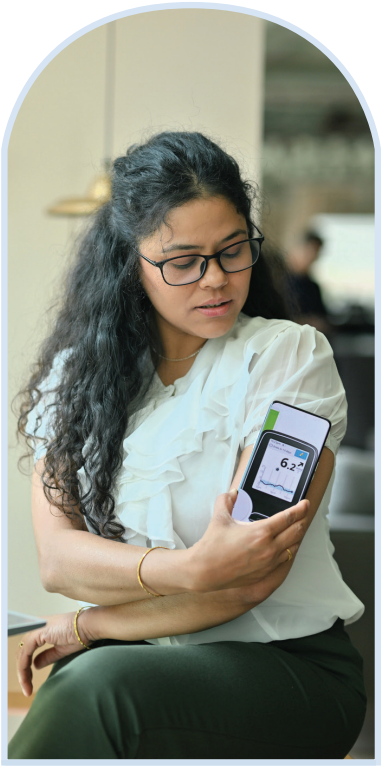
TRADITIONAL THERAPEUTIC CLASSES[1]



Top 10 MaxorPlus traditional categories

52%
Plan spend

98.4%
Claims



DIABETES

Glucagon-like peptide-1 receptor agonists (GLP-1 RAs) like Ozempic® and Mounjaro® are reshaping the diabetes treatment landscape, offering benefits beyond glycemic control, including weight loss and cardioprotective benefits.[2,3] Although diabetes remains a significant cost driver in healthcare and pharmacy spending, overall plan cost per member per month (PMPM) trend leveled off at **1% year-over-year (YOY)**. In addition, utilization management controls aid in reducing off label utilization for weight loss.

1%
PMPM trend

10%
Traditional utilizers

41%
Traditional cost

- Ozempic and Mounjaro costs continue to increase with double digit trends, 17.3% and 37.8%, respectively. The overall trend increases have been mitigated by declining utilization of other injectable medication therapies such as Trulicity® and insulin (Humalog®, NovoLog®, and Lantus®).

  ⌃⌃ Utilization of GLP1-RA and SGLT2- inhibitors

  ⌄⌄ Utilization insulin (Humalog, Novolog, and Lantus) and DPP-4

- Although dipeptidyl peptidase-4 (DPP-4) inhibitors and insulin declined in use, sodium-glucose co-transporter-2 (SGLT-2) inhibitors such as Jardiance® and Farxiga® saw a slight increase in spend driven by increased volume and cost.

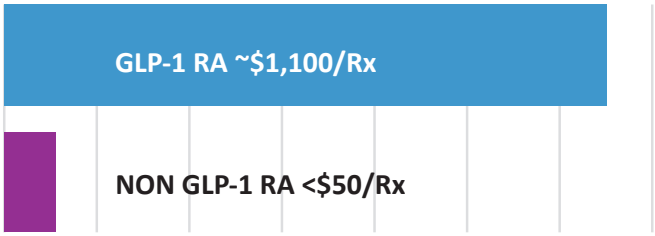
TRADITIONAL THERAPEUTIC CLASSES

"GLP-1 RAs like Ozempic and Mounjaro are reshaping the diabetes treatment landscape, offering benefits beyond glycemic control."

– Michelle Brisco Fields, PharmD, MBA, MHA
Vice President, Clinical Analytics and Product Development

OBESITY

Anti-obesity medications (AOM) experienced continued rapid growth with a plan paid PMPM trend of **162%** for calendar year (CY) 2024, down from **240%** in CY 2023. The popularity of GLP-1 RA agents Wegovy® and Zepbound® has drastically changed the healthcare landscape.



Average cost per script[1]: GLP1-$1100 versus non-GLP-1 weight loss <$50/Rx

- The average plan spend for weight loss is $25.14 PMPM for the 20% of plans covering obesity medications.
- Since its introduction to the market in late 2023, Zepbound has experienced a remarkable 8,100% increase in PMPM trend compared to 73% trend for Wegovy.

8,100%

Zepbound CY'23 vs CY'24 trend

- There was a reduction in utilization of other AOM therapies including Saxenda® (-76.8%) due to a shift in market share to GLP-1 RAs touting double-digit weight loss percentages (15% to 20% of body weight).[4,5]

MIGRAINE PAIN (CGRPS)

The migraine category experienced an increase of **30.9% YOY PMPM trend**. Market share of newer agents used in the prophylactic treatment of migraines has driven the overall trend by increases associated with drug mix (23%) as opposed to utilization (3%).

- Oral calcitonin gene-related peptide (CGRP) receptor inhibitors entered the market in 2019 and have steadily gained market share with Nurtec® and Ubrelvy® outpacing other agents in spend.[6]

23% Drug mix

3% Utilization

4.9% Pricing

- In March 2024, the American Headache Society issued updated guidance[7] recommending the use of CGRP inhibitors as first line options for the prevention of chronic and episodic migraines. This marks a significant shift from prior recommendations, which required failure of multiple preventative therapies before accessing CGRP inhibitors.

ANTI-INFECTIVES

The anti-infectives category, which includes antibiotics and antivirals, experienced an **increase in PMPM trend of 136%.** The PMPM trend increase for anti-infectives can be attributed to the cost shift of the COVID-19 treatments, particularly Paxlovid™, from government to payers[8] effective January 1, 2024.

3,374%

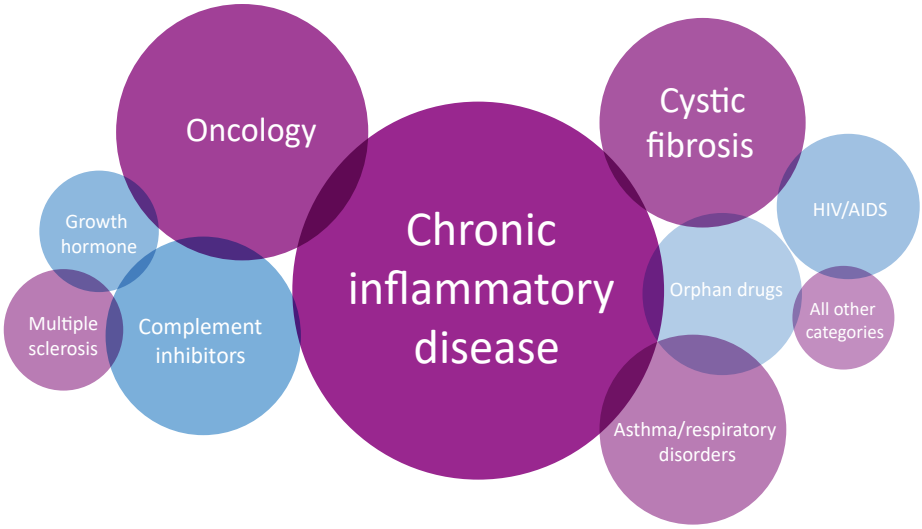
Paxlovid plan paid PMPM trend

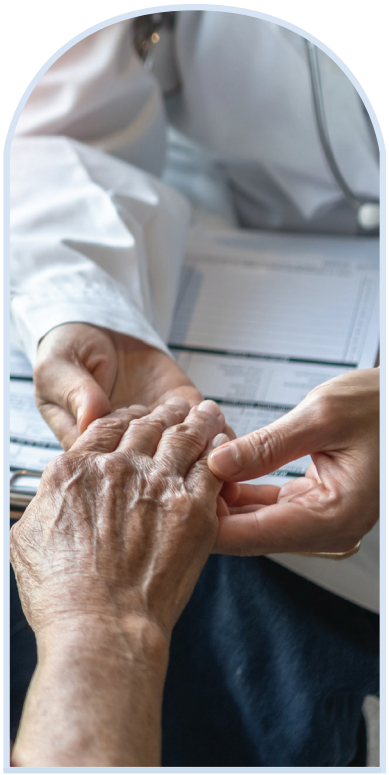
$1,000/Rx

Average commercial coverage required

SPECIALTY INSIGHTS

SPECIALTY THERAPEUTIC CLASSES[1]





Top 10 MaxorPlus specialty categories

48%
Plan spend

1.4%
Claims

CHRONIC INFLAMMATORY DISEASE

The introduction of biosimilars has reshaped the trajectory of chronic inflammatory trend as market share shifts to less expensive therapies.

5.1%
Drug mix

Average cost per script

13%
Utilization

25%
Anticipated 2025 Stelara® biosiomilar market share

- Humira biosimilars made a noticeable impact as evidenced by 8.5% reduction in Humira® a PMPM spend.
- Antipsoriatics experienced an 11% trend driven by Cosentyx® and Skyrizi® utilization.
- Stelara experienced a slight decrease in overall PMPM trend due to reduction in volume. Many industry forecasts have predicted biosimilar market share surpassing 25% within the first year of launch.[9]
- Bimzelx® showed a strong start and is expected to continue its growth trajectory following its expanded indications in late 2024.[10]

SPECIALTY THERAPEUTIC CLASSES

ONCOLOGY

Oncology remains a significant driver of healthcare costs, ranking as the **#2 specialty category** for two consecutive years. The category continues to have increases in overall trend as more targeted oncologic treatments enter the market. The introduction of generics such as lenalidomide (generic Revlimid®) and biosimilars help to slightly mitigate increases in drug mix.

40%

Of non-adherent cohort at risk for having a digital- or health literacy-related SDOH factor[13]

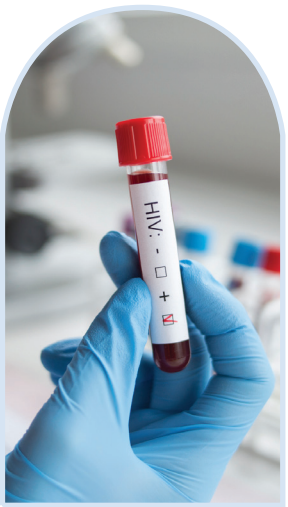
- The CDK 4/6 therapies saw an increase in trend, primarily driven by increase in utilization. In September 2024, Kisqali® received approval in the adjuvant setting,[11] second only to Verzenio® in this space.
- In an effort to address and better understand elements that may affect adherence[12] in this class, MaxorPlus conducted a retrospective evaluation[13] of social determinants of health (SDOH) factors affecting compliance of CDK 4/6 inhibitors.
- Xtandi® was granted label expansion to include nonmetastatic castration-resistant prostate cancer (nmCRPC) in November 2023,[14] giving it the broadest label in the androgen receptor inhibitor class. Xtandi experienced a 27% PMPM trend driven by an uptick in utilization and volume over the year.

27%

Xtandi PMPM upward trend

HIV/AIDS

The class remained steady as the **#4 category** in specialty spend. Despite seeing a negative PMPM trend in 2023, this class trended at 8.7% PMPM for 2024. The uptick in market share for newer agents along with the growing use of pre-exposure prophylaxis (PrEP) are two of the drivers.



8.7%

PMPM in 2024

Growing use

of PrEP

- Biktarvy® remained in the #1 spot in PMPM spend in this class and experienced an 11% trend increase. This three-drug, once-daily regimen touts impressive safety and efficacy profiles when compared to other first line treatment options.[15,16]
- Recommendations for use of PrEP were updated in the third quarter of 2023[17] and support the prescribing of PrEP for at-risk people. Descovy®, one of the three drugs approved for PrEP, experienced a 12% PMPM trend and holds the #2 spot in the class. Generic Truvada® (emtricitabine/tenofovir) and Apretude™ are also trending up for the year.

Generic Truvada and Apretude

Upward trend in 2025

SPECIALTY THERAPEUTIC CLASSES

"Specialty medications to treat mental health experienced a 76% PMPM trend, driven by increased utilization and volume."

– Cara Coladonato, PharmD, BCMTMS
Clinical Intervention Pharmacist

HEREDITARY ANGIOEDEMA

The complement inhibitors used in the treatment of hereditary angioedema experienced a **50% trend**.

50% trend

- Cinryze®, administered via IV, and Haegarda®, administered subcutaneously, are both first line recommendations when long-term prophylactic therapy is indicated for treatment.[18]
- Cinryze averages $645,000 per year while Haegarda averages $581,000 per year.[19]

$550K - $650K per year
Annual treatment costs for prophylactic therapy

MENTAL HEALTH

Specialty medications used in the treatment of mental health experienced significant growth with a **76% PMPM trend** driven primarily by increased utilization and volume. This is attributed to advances in treatment options along with improved access to care, including telehealth services, which became more widely available during the COVID-19 pandemic.

76%
PMPM trend

- Spravato® experienced a 145% trend, demonstrating that the Required Risk Evaluation and Mitigation Strategy (REMS) program has not hindered its adoption.
- In January 2025, Spravato gained approval as the first and only monotherapy for treatment-resistant depression.[20]

1st

And only monotherapy for treatment-resistant depression

MaxorPlus PRODUCT SOLUTIONS

Our product solutions put members and their health first. With a multifaceted approach for disease management, member engagement, clinical strategies, and financial support, we lower the financial burden of high-cost, high-touch therapies for patients and clients while improving member outcomes.

Improving outcomes with disease management

The MaxorPlus **Care Improvement Program Plus** is a powerful combination of pharmacy analytics and insights, SDOH risk assessments, and integrated medical data. These work together to provide a holistic view of a member's health to identify opportunities to improve health outcomes.

360°

member view

Risk models and member analytics will guide clinical decisions for provider and/or member outreach. By identifying members with the highest risk who would be most likely to accept outreach and change behavior, we can offer creative solutions to help address their individual member challenges.

Specialty Site of Care Network offers personalized care and assists employers in managing high-cost, specialty drug infusions. With this program, members using infusion drugs can choose comfortable care at home or in a local infusion center.

Financial support

MaxorPlus' **Value Based Arrangements** captures medical pharmacy rebates for medication claims in 30 key therapeutic categories that are processed through a client's medical claim benefit. Our medical rebate offering strengthens the financial performance of our clients, leveraging innovative technology and clinical solutions.

The Maxor **Copay Solutions** program helps our clients align the value of manufacturer copay programs in specific markets to support your plan formulary. It helps to decrease the cost of your plan with zero copay for members. This program is also designed to help you use Manufacturer Copay Assistance on claims to achieve savings earlier in the plan year.

$0

copay for members

PayRx offers on-demand, low-cost risk financing for high-cost therapies. With PayRx, clients can track and forecast spend in specific markets with customized dashboards and proprietary analytics providing visibility into upcoming high-cost therapies and their potential impact on member populations.

This inclusive program:
- Is drug and channel agnostic
- Provides financial flexibility
- Mitigates drug trend spikes
- Suppresses stop-loss increases/lasers

Innovative technology

PrismRA® helps to identify the likelihood of the effectiveness of a TNFi therapy. On average, this testing before or during treatment saves plans about $20,000 to $77,000 per member with RA annually. Additional benefits of likely responsiveness to TNFi RA treatment include improved work function, slowed disease progression, and significantly lower overall healthcare costs.

$20K-$77K

Targeted therapy
PrismRA drug cost savings

*Some products may not be available for all clients

Optimization

The **Better Choice Program** focuses on lowest net cost and excludes certain high-cost, low-value medications deemed to have little to no clinical value when compared to others within the same therapeutic class.

$2.50-$6.50

Better Choice Program
PMPM client savings

True Spend Solutions provides an accurate or a "true" view of a member's out-of-pocket medication costs. The program captures mail order and retail data. True Spend solutions helps employers' budget for pharmacy costs and set premiums appropriately and prevents members from unexpected, high medication costs.

Digital communication

MaxorPlus employs a multifaceted approach to engage members including **myMaxorLink™** and **Dynamic Discounts**. Monthly wellness messages, targeted disease state information, and opportunities for cost-share savings are shared through a secure link delivered through a mobile messaging platform.

These education and adherence messages encourage members to engage with their pharmacy benefits and optimize health outcomes.

$55-$60

Dynamic Discounts average
member savings per fill

15%-19%

Dynamic Discounts
improved adherence

*Some products may not be available for all clients

KEY MARKET TRENDS

Clinical pipeline and therapeutic category drivers

- New drug approvals in key categories such as oncology, expansion of indications for therapeutic categories such as GLP-1 RA agonists, and the introduction of biosimilars continue in the CID landscape.

Total cost of care, medication integration, and predictive modeling

- Integration of data, including pharmacy utilization, along with both medical data and SDOH, provide valuable insights, predictive analytics, and intervenability capabilities.

Biosimilar market expansion

- The anticipated biosimilar pipeline and market share shifts to potentially more cost-effective agents is driven by patent expiration, increased adoption of biosimilar agents, and the expansion of therapeutic categories.[21]
- There are 69 Food and Drug Administration (FDA)-approved biosimilars for over 20 reference biologics as of the date of this publication.[22]

Cell and gene therapy

- The pipeline of high-cost, advanced therapies for the treatment of rare diseases is increasing.
- There have been over 38 drugs in the pipeline during the past 14 years with expansion into key categories.
- In 2024, the FDA approved eight cell and gene therapies, which is the highest ever in one year for this category.
- First-time approvals for approximately 14 rare diseases are expected in 2025.

Focus	Challenge	Solutions
Management of GLP-1 agonists	Expansion of indications including the addition of therapeutic categories including obstructive sleep apnea (Zepbound), metabolic dysfunction-associated steatohepatitis (Wegovy), and chronic kidney disease (Ozempic).	• Formulary management • Utilization management • Point solutions
Pipeline	Key therapeutic categories with emerging trends or high-spend including diabetes, AOM, oncology, and chronic inflammatory.	• Formulary management • Utilization management • Point solutions
Biosimilar market expansion	Ongoing expansion of biosimilar products for originator molecules. Several biosimilar product launches anticipated in the first quarter of 2025 for Stelara, which is the #3 CID drug by plan paid.	• Formulary management
CGT	Ten to 20 new gene therapies are expected to gain approval annually. Global GCT market expected to reach sales of **$76.03 billion by 2030** with expansion to more highly utilized classes such as oncology, sickle cell disease, and diabetes.[23]	• Risk financing • Utilization management • Medical rebates • Disease management
Integrated data	Integration of pharmacy, SDOH, and medical data to enhance Care Improvement Program Plus (CIP+) inspections, predictive modeling capabilities, and total cost of care (TTC) reporting and analytics.	• Disease management

*Global News Wire and IPD

MANAGED CASE STUDY

COMPREHENSIVE CLINICAL SOLUTIONS

Challenge

Healthcare costs are increasing and our clients look to MaxorPlus to help mitigate those costs using our innovative technology and product offerings, while delivering positive impact to members and their optimal health.

Dynamic Discounts	$74.99 PER ELIGIBLE SCRIPT
Maxor Copay Solutions	$6.06 PMPM
Care Improvement Program Plus	$2.95 PMPM
Better Choice Program	$6.44 PMPM
Opioid Safety Program	21% DECREASE IN LONG-ACTING OPIOID SCRIPTS
Clinical Utilization Management	$14.25 PMPM
myMaxorLink	26K MEMBER-CENTRIC WELLNESS MESSAGES

Solution

The robust suite of programs offered by MaxorPlus provides effective strategies to mitigate the escalating expenses associated with healthcare, providing better financial outcomes for highly managed clients.

Benefits

COMPREHENSIVE CLINICAL MANAGEMENT

Through a lowest net cost approach, we continue to put client and member satisfaction first. Our product portfolio drives increased member engagement, disease management, and improved clinical outcomes.

Managed clients

20%

total savings

HIGH-COST MEDICATION SPEND

CASE STUDY

CASE STUDY

High-cost medication utilization significantly affects overall pharmacy spend. However, the trajectory can be mitigated by using comprehensive management. Our multi-pronged approach to reduce spend includes close monitoring and evaluation of high-dose treatments, review for potential oversupply of highly utilized medications, and identification of deprescribing opportunities. While these steps are integrated into the utilization management process, additional monitoring of specific therapies is available through the CIP+ solution.

Example 1

The growing trend of GLP-1 RA use is evidenced by the fact that 8% to 10%[24] of Americans are currently using the medications, with the utilization expected to continue to increase. Evaluation of GLP-1 RA utilization looks for potential oversupply accumulation and duplication of therapy with antidiabetic oral therapies. Clinical outreach and review of intervenable cases led to 53% of affected members having the oral medication discontinued.

Example 2

Claim data evaluation highlighted a potential high-dose claim for Stelara 90mg/ml. Further clinical evaluation showed an opportunity for intervention regarding the dosing schedule of the medication. After consulting with the provider, it was determined that the patient no longer required the higher dose and could be switched to the standard dosing schedule. This change provided a cost avoidance of over $90,000 for the plan.

Fewer medication fills

Lower plan spend

Lower interaction potential (discontinuation)

RESULTS

53%

of affected members had oral medication discontinued

$90,000

cost avoidance to plan after high-dose therapy evaluation

20%

less fills of GLP-1 RA after oversupply intervention

PIPELINE

50
Novel drug approvals in 2024[25]
Down 10% from 2023[26]

Rezdiffra® (March 2024)
First approval to treat metabolic dysfunction-associated steatohepatitis (MASH)
$177 million–$180 million in sales 2024[27]
More than 11,800 patients as of 2024 year-end

Cobenfy™ (September 2024)
First-in-class agent for treatment of schizophrenia in adults
$10 million in sales in 4Q24 after launch[28]

Journavx™ (January 2025)
Non-opioid option for moderate to severe acute pain
No addiction potential

5
Novel drug approvals in 2025
(as of March 2025)

Ozempic indication expansion
First GLP-1 RA with chronic kidney disease indication and is now GLP-1 RA with the broadest label ~$13,000 annual cost

70+
Novel drug approvals tentative in 2025

Hereditary angioedema
***Prophylaxis* – Donidalorsen**
Subcutaneous option to prevent hereditary angioedema (HAE) attacks with a dosing interval of once monthly or every two months (around $750,000 annually; IPD estimate)

Hereditary angioedema
***On-demand/acute therapy* – Sebetralstat**
Oral option for on-demand treatment of HAE attacks in patients 12 years and older (~$240,000 annual cost; IPD estimate)

FDA Center for Drug Evaluation and Research (CDER) approved 50 novel drugs total in 2024.[25] This is down 10% from 2023.[26]

- Forty-eight percent were considered first-in-class therapies by FDA. Fifty-two percent received Orphan Drug designation for treating rare diseases.

The biosimilar market continues to grow rapidly as evidenced by the 18 biosimilars that gained FDA approval in 2024.[25] As this market expands, pricing strategies have evolved, including the first introduction of private label biosimilars.

- There are over 20 biosimilar products pending FDA approval that span diagnosis from plaque psoriasis to non-small cell lung cancer.
- With over two years of market availability, Humira biosimilars are slowly gaining market share (20% to 25%) in late 2024.
- The first Stelara biosimilar was launched in January 2025, with up to five additional launches expected from February 2025 through May 2025.[29]
- Other key biosimilar launches include Amgen's Prolia/Xgeva (Denosumab) expected in the second quarter of 2025.

GENERICS ON THE RISE

- Expansion of noteworthy generics and biosimilars increased savings in both 2023 and 2024.
- Some of the upcoming generic launches in 2025 may help to drive additional cost savings for plans by providing savings of up to 40% to 70% of brand costs.

Drug/manufacturer	Indication	Estimated launch	Historical U.S. volume
Entresto® (sacubitril/valsartan), *Novartis*	Heart failure	2024-2025	*$6.5 billion (2024 U.S. sales)*[30]
Brilinta® (ticagrelor), *AstraZeneca*	Ischemic heart disease/stroke	05/01/2025	*$751 million (2024 U.S. sales)*[31]
Tradjenta® (linagliptin), *Boehringer Ingelheim/Eli Lilly*	Type 2 diabetes	11/03/2025	*$1.4 million (2024 U.S. sales)*[32]
Opsumit® (macitentan), *Actelion*	Pulmonary arterial hypertension	12/05/2025	*$1.5 billion (2024 U.S. sales)*[33]
Promacta® (eltrombopag), *Novartis*	Chronic immune thrombocytopenia; severe aplastic anemia; chronic hepatitis C	2025	*$2.2 billion (2024 sales)*[30]
Tasigna® (nilotinib), *Novartis*	Chronic myeloid leukemia	2025	*$1.2 billion (2024 U.S. sales)*[30]

The foregoing does not constitute medical advice. Always consult with a qualified and licensed physician or other medical professional.

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