

# Asembia 2025 Key Takeaways and Insights

Reaffirming the Gravity  
of Patient Centricity

At Asembia AXS 2025, leaders and experts gathered to explore the pressing challenges and share vital insights defining the future of specialty pharmacy. This report synthesizes the key learnings and distills into strategic insights.



*Pictured: Brandon Evans, Cody Zedaker, Valerie Kinman, Jennifer Wagner, Josh Konetzni, Jillian Keczkemethy*

## 1. The Centrality of the Patient Experience

**Insight:** Discussions emphasized a heightened focus on patient-centric care. Industry leaders stressed that effective support extends beyond medication, requiring a deep understanding of individual needs and social determinants of health to improve adherence and well-being.

**Takeaway:** A panel of pharmacy leaders at the event described patient-centered approaches as “listening to patients and leveraging technology to remove barriers, ensuring every patient feels supported on their healthcare journey.” This holistic vision calls for integrating digital tools with empathetic human interaction to address patient challenges, including access and affordability.

*Lucille Accetta, SVP and Head of CVS Specialty Operations, articulated this powerfully, stating that “individualized support is the cornerstone of better patient outcomes in specialty pharmacy.”*

*This highlights the critical need for tailored approaches that recognize the unique circumstances of each patient navigating complex therapies.*

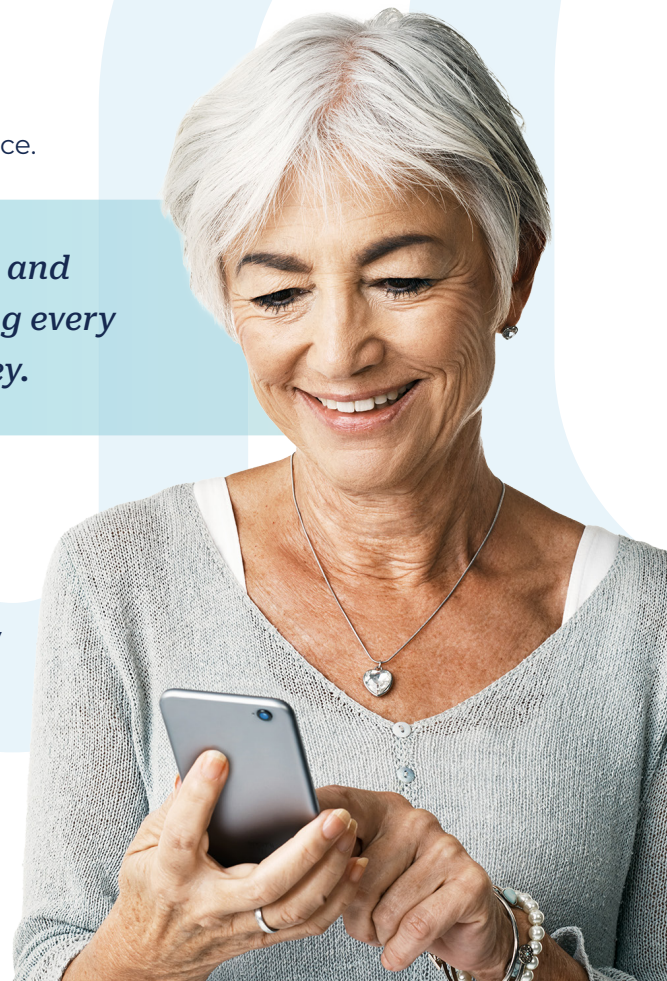
## 2. The Changing Face of Patient Engagement through Artificial Intelligence

**Insight:** The Summit also focused on the growing significance of patient engagement facilitated by digital tools and Artificial Intelligence (AI). Technology is emerging as a vital tool for streamlining access, enhancing onboarding, and promoting adherence. However, the discussions also underscored the enduring need for human connection and personalized guidance.

*Patient-centered care means listening to patients and leveraging technology to remove barriers, ensuring every patient feels supported on their healthcare journey.*

**Takeaway:** Effective patient support models seamlessly integrate the efficiency of digital platforms with the empathy and expertise of human interaction. To achieve this, the use of AI technologies should align with providing more nuanced personalization that translates into practical insights, ultimately informing front-line engagements between nurses/educators and patients.

This synergy creates a comprehensive ecosystem of care that empowers patients and fosters better outcomes.



### 3. Rare and Complex Diseases: Increasing Focus on Access and Affordability

**Insight:** Specialty pharmaceuticals now dominate ([52% of the market](#)), shifting focus to rare diseases, orphan drugs, and cell/gene therapies. This poses affordability challenges for small patient populations, compounded by the role of pharmaceutical rebates in subsidizing health insurance premiums. A potential decline in rebates could drive premiums higher, reshaping payer dynamics. The industry faces pressure on drug prices, access issues, and evolving therapeutic priorities.

**Takeaway:** To address the affordability and access challenges in this evolving specialty-driven market, industry leaders like [McKesson's Joe DePinto](#) stress the importance of understanding and optimizing the patient's reimbursement journey. This is crucial for ensuring patients can access these often high-cost therapies and that providers are confident in administering them.

*Specialty pharmaceuticals cover 52% of the market, bringing access and administration issues to the forefront.*

#### Snapshot: Other Trending Topics

##### Innovative Technologies

Technologies beyond AI, such as robotics, augmented/virtual reality (AR/VR), and advanced logistics, are on the horizon to reshape specialty pharmacy operations and throughout healthcare. [Robotics](#) innovations range from caregiver support to actions like packaging up a prescription, temperature-controlled mailboxes and even drone delivery. These were explored as potential innovations to watch in the next decade.

##### Policy, Regulation and Market Access

Exploring the impacts of the Inflation Reduction Act (IRA) and surrounding functions focused in on the tension between managing drug costs and ensuring patient access, particularly for those with complex and chronic conditions. Key discussions centered on PBMs, the implementation of the \$2,000 Medicare Part D out-of-pocket cap, and strategies like monthly payment smoothing programs. These changes necessitate collaboration across stakeholders to balance affordability and patient access, leveraging technology and data to navigate the increasingly complex healthcare environment.

##### GLP-1 Medications

The increasing demand and expanding indications for GLP-1 receptor agonists are generating substantial interest and discussion regarding access, affordability, and their broader impact on the pharmacy landscape. With indications growing, the patient populations will expand and require a shift in payer requirements. Moving GLP-1s onto standard benefit plans, coupled with the pressure to control costs, will reveal a more competitive market for this category.

##### The Trump Administration's First 100 Days

Discussion of Trump-era drug pricing policies and the IRA's ongoing impact on market access and innovation provided valuable insight into the interconnected reality of global economics. Supply chain resilience, driven by the initial push for domestic manufacturing, was analyzed within current national security concerns. The Commerce Department's tariff investigations were re-examined, focusing on today's trade tensions and their effect on drug costs and access.

## About Momentum Life Sciences

Momentum Life Sciences is the leading provider of patient engagement solutions integrating human connection, advanced technology, and real-world data to deliver holistic support in a dynamic and personalized environment. Leveraging 25+ years of experience in patient engagement, we know consumers want to build and develop relationships with the pharma companies whose products they utilize, and the research shows these relationships are vital to achieving the right health outcomes for patients and business outcomes for clients.

Our innovative and award-winning platform, One Voice™, can empower your brand teams to build authentic relationships with patients by uniquely combining data-driven technology and human interventions using our proprietary, intelligent algorithm to determine the right level of support for each patient based on disease state, product type, adherence risk profile, social determinants of health, real-world evidence, demographics, and psychographics to optimize the right mix of human and technology-driven interventions.

Visit us at [momentumls.com](https://momentumls.com).

