

axS26

ASEMBIA AXS 2026

Convergence: Policy, Technology, and Patient Care



For years, the Asembia AXS Summit has been where the specialty pharmacy industry gathers to discuss the future. At AXS26, the conversation shifted from what's next to what's already reshaping the market today. Nearly 10,000 attendees convened in Las Vegas for discussions spanning market access, patient services, digital health, and clinical support, all underscored by a growing sense of urgency around policy change, AI adoption, and evolving patient needs.

A defining theme of AXS26 was convergence: the merging of policy, technology, and clinical care into a more connected and complex patient experience. From IRA and pricing reform discussions to AI-driven workflow automation, adherence prediction, and patient journey optimization, the message was clear: the industry is moving quickly from reacting to change to redesigning how patient support is delivered.

Top 5 Insights and Takeaways

1. The "Post-IRA" Reality

Insight

The most-discussed topic at AXS26 was the compounding impact of government pricing policy, specifically the Inflation Reduction Act (IRA), the One Big Beautiful Bill Act (OBBBA), signed into law July 4, 2025, and the Most-Favored-Nation (MFN) pricing executive order signed May 2025. The industry has moved from "how will this happen?" to "how do we survive it?"¹ The \$2,000 out-of-pocket cap for seniors is a meaningful win for patients, but it is creating a "smoothing" effect that is forcing manufacturers and specialty pharmacies to fundamentally redesign patient assistance programs. Products at or near government negotiation lists require proactive roadmap planning and a much stronger data and analytics infrastructure to withstand scrutiny.

Note: OBBBA's health-related provisions are being implemented on staggered timelines

through 2034, including significant changes to Medicaid eligibility and ACA marketplace coverage. Manufacturers should continue to monitor implementation guidance as it affects patient assistance program design and pricing strategy.

Takeaway:

Manufacturers navigating this environment are increasingly focused on building a durable, evidence-backed value story for the drug itself, grounded in clinical outcomes, health economics, and real-world performance data. The KPIs tied to government negotiation criteria require that manufacturers think earlier and more rigorously about demonstrating benefit relative to alternatives. Patient support programs remain an important component of the broader value picture, but the primary strategic work is at the drug level.

2. High-Touch Care for "High-Science" Drugs

Insight

As the pipeline shifts further toward Cell & Gene Therapies and complex oncology, the demand for more intensive patient support is following. When clinical complexity outpaces patient literacy, "white-glove" service is no longer a differentiator. It is a clinical necessity. Sessions broadly reinforced that specialty patients require significantly more engagement touchpoints in the critical first 30 days of therapy to sustain adherence than digital-only models can reliably deliver.³

Takeaway

Comprehensive, high-touch engagement models that intelligently blend digital tools with human interaction are better positioned, and [proven](#), to improve adherence and patient satisfaction. The question for manufacturers is not whether to invest in dedicated support, but how to design it to scale.



3. From Generative AI to “Agentic” AI

Insight

AXS26 marked a clear inflection point in how the industry thinks about AI, shifting from promising tool to operational infrastructure. “**Agentic AI,**” autonomous systems capable of independently executing tasks like benefits verification, prior authorization follow-up, and real-time care delivery optimization, dominated digital health sessions. A striking data point surfaced: **only 1 in 5 patients eligible for CAR-T therapy actually receive it³** — and leaders are asking whether AI can identify and close that gap at scale.² A critical limitation also emerged: interoperability. As one session participant put it, “*All the platforms are using an individualized point of view. How do we solve for all of them not talking to each other?*” Fragmented AI ecosystems risk compounding the very problem they are meant to solve.

Takeaway

AI is proving its value in the operational and access layers of the patient journey. But adherence, the most consequential metric for patient outcomes and brand performance, remains largely unmoved. A [2024 peer-reviewed review in Frontiers in Pharmacology](#) confirmed

Where will AI make the biggest impact for you next year?



that despite two decades of advancement, roughly 50% of patients still do not take medications as prescribed. For specialty patients managing complex, high-cost therapies, the stakes are even higher. The behavioral and emotional barriers that drive non-adherence are not solved by automation alone. They require human connection, clinical expertise, and personalized engagement at the right moments.

4. PBM Reform and the “Transparency” Mandate

Insight

There was palpable tension at AXS26 around PBM business models. The shift toward cost-plus and transparent pricing, accelerated by fiduciary pressure from the Consolidated Appropriations Act (CAA), is forcing a fundamental re-evaluation of how value is demonstrated. Sessions from major payers were clear: rebates alone no longer tell the story. Every dollar of a drug’s price must be justified by clinical outcomes and program performance.⁴

Takeaway

Manufacturers must build and articulate a clear, evidence-backed value story for their patient support programs that connects directly to clinical and financial outcomes. In a cost-plus world, patient satisfaction and demonstrated program performance are no longer soft metrics. They are strategic ones.



5. The Workforce Evolution

Insight

A consistent theme across panels was the evolving role of pharmacists and patient navigators within the specialty ecosystem. The industry is prioritizing tools that augment clinical staff rather than replace them, enabling high-skill professionals to concentrate on the highest-risk patients and most complex decisions while technology handles volume and triage.

Takeaway

The future of patient services is not human or technology. It is human and technology, applied intelligently. Organizations that invest in the right infrastructure to support their clinical teams will be better positioned to deliver personalized, outcomes-driven care at scale.

The conversations at AXS26 reinforced what those working closest to the patient experience see every day: the sophistication of treatments is outpacing the sophistication of support. Policy is reshaping access. Technology is reshaping operations. But the patient experience, and the outcomes that follow, still depends on the right human being, showing up at the right moment, with the right support. That work continues.

Momentum Life Sciences attends Asembia annually to stay close to the conversations shaping the specialty pharmacy and patient services landscape. For questions about any of the topics covered here, reach out to us at businessdevelopment@momentumls.com.

START A CONVERSATION

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 30+ 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.



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