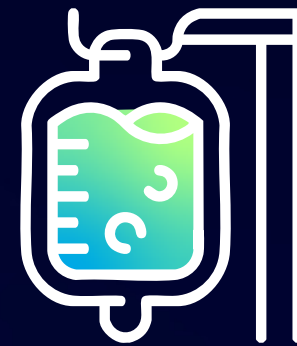


# HealthyDose



**Your Dose of Healthcare Intelligence.  
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## DTC/DTP + Telemedicine

### The Next Big Thing in Pharma?

#### Policy Shifts: The Executive Order and the Future of DTC/DTP Pharmaceutical Product Service Offerings

"Starting January 2026, patients will have the right to purchase prescription medications directly from manufacturers, at a cost no higher than the Most-Favored-Nation (MFN) price negotiated globally."

— Excerpt from the May 2025 Executive Order on Prescription Drug Affordability

The May 2025 Executive Order marks a **seismic shift** in the U.S. pharmaceutical market. By mandating that consumers have access to prescription drugs at the **MFN price**—the lowest price charged to any nation—lawmakers aim to **cut costs, boost price transparency, and empower patients** with unprecedented direct access. For pharmaceutical companies, this means a **rapid acceleration of direct-to-consumer (DTC) and direct-to-patient (DTP) product access models**, which are fundamentally changing how drugs are **marketed, priced, and distributed**.

By definition, **DTC programs** typically involve **coupon-based initiatives** designed to reduce patients' out-of-pocket costs at the pharmacy. In these programs, pharmaceutical companies provide coupons or savings cards directly to patients, enabling them to reduce the amount they pay for prescription medications when filling their prescriptions at the pharmacy.

In contrast, **DTP programs** ship or deliver medications **directly to a patient's home**, rather than being dispensed through a retail pharmacy. This approach streamlines access and improves continuity of care—especially for patients who engage with **telemedicine providers** to facilitate prescription generation.

Manufacturers must now **weigh global pricing strategies against U.S. access, reevaluate their distribution networks**, and ensure **digital infrastructure** is in place for seamless DTC/DTP transactions.

This policy not only creates **new commercial opportunities**, but also introduces **regulatory uncertainties** and **operational complexity**.

**How should pharma leaders adapt to this new DTC/DTP-driven world, and what role does telemedicine play in closing the loop from awareness to access?**

## Key Considerations for Pharma Leaders

As DTC/DTP purchasing and telemedicine converge, many pharma leaders are left with questions: How do we ensure compliance while expanding patient access? What digital tools are essential for a seamless customer journey? How can we strike a balance between innovative outreach and operational reality? If the various models appear to be identical or at least similar, what differentiates one from another? How long will it take, and what will it cost, to establish a viable solution?

Drawing on Archbow Consulting's experience guiding brands through DTC/DTP transitions, several key best practices have emerged for pharmaceutical leaders to consider.

## Four Critical Areas for Success



### Strategic Benchmarking:

Assessing your brand's position relative to emerging best practices, pricing models, and patient engagement tactics provides a clearer understanding of opportunities for improvement and alignment within the evolving market landscape.



### Regulatory Navigation:

Staying ahead of evolving regulations requires careful attention to areas such as pricing transparency and digital advertising compliance. By proactively addressing these areas, organizations can minimize risk and maintain a competitive edge in the marketplace.



### Implementation Support:

Designing and launching DTC/DTP platforms that integrate with telemedicine providers can help create a seamless experience for patients.



### Performance Analytics:

Analyzing data such as conversion rates, adherence, and patient satisfaction can provide valuable insights that inform practical strategies for optimizing program effectiveness.

As DTC/DTP and telemedicine continue to converge, those brands that prioritize and rapidly develop patient-centric infrastructure are poised to shape the future of healthcare access.

## Looking Ahead

DTC/DTP and telemedicine are not just the “next big thing”—they are today's reality and tomorrow's opportunity for long-term profitable growth. By understanding both, pharma brands can deliver more value to patients and drive measurable results.



## Want to Continue the Conversation?

Archbow is helping pharma leaders navigate this new landscape—adapting to policy change, integrating telemedicine, and building the infrastructure for a more connected patient experience.

To learn more or discuss how these changes could impact your brand, connect with:

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Explore more perspectives from Archbow's team here:  
[archbow.com/thought-leadership](https://archbow.com/thought-leadership)

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