

# Host Your Own PBM Discussion

Despite their central role in the drug pricing and delivery system, pharmacy benefit managers (PBMs) remain a mystery for many people. As we all work to help lower out-of-pocket costs for patients, it is critical that we learn more about PBMs, their role and the tactics they use to drive up costs for consumers.

To do this, we must bring stakeholders and experts together to continue to move the conversation forward and identify policy solutions that hold PBMs accountable. If you're interested in hosting a roundtable, town hall discussion, webinar, etc., the PBM Accountability Project is sharing resources and 'checklist' to ensure an engaging event.



## 1 EVENT PREPARATION

**Identify and invite key stakeholders who are impacted by harmful PBM practices:**

- Local patients and patient advocates who have firsthand experience of high out-of-pocket costs at the pharmacy counter
- Local pharmacists who have witnessed PBM tactics like gag clauses, spread pricing, etc. that put independent pharmacies and patients at a disadvantage
- Healthcare policy experts, local leaders and others who have worked to bring transparency and encourage competition in the PBM marketplace

**Review and provide participants with background materials on PBMs; the PBM Accountability Project has several resources available on its website, including:**

- [PBM Facts & Their Evolving Business Models](#)
- [PBM Sources of Revenue](#)
- [Emerging Trends and Policy Implications](#)
- [State Investigations Shining the Spotlight on PBMs](#)
- [Spotting Games PBMs Play](#)
- [What Others Are Saying About PBMs](#)

**Hold a prep call with all participants and the moderator to provide logistical info about the event, including:**

- Timing, location, and host contact information
- If the event is virtual, provide appropriate speaker links, best practices, conduct audio/visual check, confirm whether the event will be live or recorded
- Social handles of other participants, branded hashtags to use (#PBMs, #PBMReforms, etc.)

## 2 EVENT EXECUTION

**Provide the event moderator prepared questions to ensure a robust conversation with participants. Some examples may include:**

- How do PBMs work with drug manufacturers, insurance companies, and pharmacies?
- What is the role of PBMs? What were they initially created to do?
- How has the role of PBMs changed over time?
- How do PBMs make a profit?
- Why do PBMs benefit from higher drug costs?
- What can the average consumer do about this issue?
- What can state legislatures or Congress do to help?

## 3 EVENT FOLLOW-UP

**Provide event recording (if applicable) and toolkit to encourage participants to promote the discussion on social media channels, via newsletters, etc.**