



Benefit and Retirement Advisors

## Trump Announces First Deal to Lower Costs of Prescription Drugs

On Sept. 30, President Donald Trump [announced](#) the first agreement with a major pharmaceutical company, Pfizer, to offer lower prices on its drugs to the Medicaid program and directly to consumers. According to the White House, the president aims to bring American drug prices in line with the lowest paid by other developed nations (or the most-favored-nation [MFN] price).

These negotiated drugs will be available on TrumpRx.gov, a federally operated website. The website is expected to launch sometime in 2026 and would point consumers to pharmaceutical companies' direct-to-consumer websites to fill their orders. Such website deals would be available for patients who are not using their health insurance.

Pfizer also agreed to launch new medicines at prices "at parity" with those in other countries. Trump noted that, in return, as long as Pfizer continues to invest in manufacturing in the United States, the pharmaceutical company won't be subject to tariffs on drugs imported into the country.

---

***Direct-to-consumer prices for Pfizer drugs on TrumpRx.gov will be 50% lower on average.***

***- Pfizer press release***

---

According to the announcement, more than 100 million patients are impacted by the diseases that Pfizer's medicines treat. Medications impacted by the agreement with Pfizer include the following:

- **Eucrisa**, a topical ointment for atopic dermatitis, will be made available at an 80% discount to patients purchasing directly.
- **Xeljanz**, an oral medication for rheumatoid arthritis, psoriatic arthritis and ulcerative colitis, will be available at a 40% discount.
- **Zavzpret**, a treatment for migraines, will be available at a 50% discount.

### What's Next

According to the White House, this new agreement aims to ensure that "foreign nations can no longer use price controls to free ride on American innovation by guaranteeing MFN prices on all new innovative medicines Pfizer brings to market." This is the first deal related to the MFN pricing, and the president said similar deals with other drugmakers are in the works.

Employers should continue to monitor prescription drug changes. We'll keep you updated with any notable developments.

---

The content of this News Brief is of general interest and is not intended to apply to specific circumstances. It should not be regarded as legal advice and not be relied upon as such. In relation to any particular problem which they may have, readers are advised to seek specific advice. © 2025 Zywave, Inc. All rights reserved.