



RxLogic Helps Pharmaceutical Manufacturers Build Transparent, Measurable Affordability and Patient Support Programs

Key Takeaways:

- Configurable infrastructure supports copay, discount card, buy-down, direct-to-consumer and other patient support programs.
- Claim-level visibility and reporting provide clearer insight into access, utilization, reimbursement, patient savings and program performance.
- Transparent, traceable workflows help manufacturers and their partners respond to changing expectations across the pharmacy benefit environment.

PBM reform may not always impose direct obligations on pharmaceutical manufacturers but it is reshaping the commercial and operational environment in which access, affordability, rebate strategy and patient support programs are managed. As expectations for transparency and accountability increase, manufacturers need better visibility into how their programs perform and how downstream partners execute program requirements.

RxLogic is a modern pharmacy benefit operational execution platform that provides the infrastructure, data and program administration capabilities needed to manage these workflows with greater control and precision.



What Pharmaceutical Manufacturers Gain With RxLogic

- Configurable program logic for eligibility, pricing, routing, benefit rules and manufacturer-specific requirements.
- Real-time claims adjudication and connectivity across pharmacy networks, PBMs, vendors and other program partners.
- Administration support for copay, discount card, buy-down, direct-to-consumer and patient support programs.
- Claim-level reporting across patient access, utilization, reimbursement, applied savings and overall program performance.
- Rebate-related workflow automation and financial traceability that provide greater visibility into downstream execution.
- Audit-ready records showing how eligibility requirements, pricing decisions and program rules were applied.
- API-first integration that supports existing relationships and allows programs to evolve without rebuilding the underlying infrastructure.



How RxLogic Is Different

Manufacturers may establish sound program strategies but patient access ultimately depends on how those requirements are executed across claims, pharmacy networks and program partners. Fragmented systems, delayed reporting and limited claim-level data can make it difficult to verify eligibility determinations, understand where access barriers occur or confirm that intended savings reach patients.

RxLogic brings these functions into a connected, transparent operational environment. As an independently operated technology platform, RxLogic is not a PBM and does not retain rebates, steer claims or monetize spread pricing. Manufacturers maintain control over program design, data and partner relationships while gaining the infrastructure needed to evaluate performance, address execution gaps and adapt programs as the pharmacy benefit market changes.

For more information contact
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Contact RxLogic today to discover how our technology platform brings greater visibility, traceability and control to your patient support and affordability programs.

