



IFPW Celebrates Its 50th Year!

Established in 1976 as an umbrella organization for national and regional pharmaceutical distribution trade associations, IFPW has evolved into a vital global forum for its members. Today, it serves as a trusted sounding board that champions “the acceleration of ideas” and advances the interests of pharmaceutical wholesalers, distributors, and the broader pharmaceutical industry worldwide.

Join us in celebrating this significant milestone year as we reflect on the history and achievements of IFPW and its members, and look ahead with confidence to the future accomplishments of our organization.

How Pharma Distribution Changes Could Transform Packaging Formats

(Source: An article by Lisette Wilson for Packaging Digest)

Pharmaceutical distribution is entering a period of structural change that is redefining supply chain economics, resilience, and competitive advantage. Consolidation among distributors, rapid growth in specialty and biologic therapies, tightening global regulation, and the expansion of direct-to-patient and nontraditional fulfillment models are fundamentally changing how medicines move to market. In this environment, packaging can no longer be treated as an operational afterthought—it is a strategic capability that directly impacts performance, risk exposure, and market access.

As distribution networks become more centralized and automated, packaging must be aligned with enterprise supply chain strategy. Formats that support standardization, automation, and high-throughput logistics enable scale, efficiency, and continuity of supply. Packaging designed in isolation increases cost, slows execution, and introduces risk. By contrast, packaging engineered for modern distribution infrastructure strengthens resilience and creates operational leverage across the value chain.

The growth of high-value, temperature-sensitive specialty therapies further elevates packaging as a risk and revenue protection mechanism. These products demand enhanced protection, controlled handling, and end-to-end visibility. Packaging now plays a critical role in safeguarding product integrity, enabling traceability, and meeting regulatory expectations—protecting both patient safety and brand trust while preserving global market access.

Distribution models are also shifting closer to the patient, increasing reliance on direct-to-pharmacy, direct-to-provider, and direct-to-patient channels. This shift places strategic value on

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In Brief...

♦ **Alto and Cencora** entered into a collaborative arrangement to deliver enhanced patient support services and streamline access to prescribed specialty medication. This arrangement leverages Cencora’s patient support services and expertise and Alto’s tailored technology solutions to elevate the patient experience, improve medication access and set new standards for convenience, cost and care.

♦ **EY and KLAS Research** announced the release of its *US Healthcare Cyber Resilience Survey*, which gathered insights from 100 healthcare executives responsible for cybersecurity decisions within their organization. The findings shed light on the urgent need for healthcare systems to elevate cyber resilience to a strategic priority to deliver better outcomes, create value and protect patients. The survey underscores the threat of cyber vulnerabilities to business operations and patient care delivery in both large and small systems. For more information visit https://www.ey.com/en_us/health/us-healthcare-cyber-resilience-survey?WT.mc_id=14001620&AA.tsrc=pr.

♦ **Sanofi** has agreed to acquire vaccine developer **Dynavax** in a US\$15.50 per share cash deal (approximately US\$2.2 billion). The deal, which is expected to close in the first quarter of 2026, also grants Sanofi access to Dynavax’s promising shingles prophylactic Z-1018 which is currently in phase 1/2 testing and could eventually challenge GSK’s incumbent shot *Shingrix*, if approved. The addition of Dynavax’s hepatitis vaccine *Heplisav-B* is expected to help round out Sanofi’s approved adult immunizations.

♦ **Novo Nordisk** is once again making history with the first approval of a GLP-1 pill for weight loss. The **U.S. Food and Drug Administration** granted their approval for Novo’s

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The Key to Connecting with Patients - Market Access Transformation

(Source: An article by Nichola Basta for Pharmaceutical Commerce)

The pharmaceutical industry is entering a decisive phase in which traditional approaches to market access and patient engagement are no longer sufficient to sustain growth or competitive advantage. Escalating payer controls, rising patient cost burden, increasing therapy complexity, and fragmented healthcare delivery models are fundamentally altering how patients experience—and access—medicines. In this environment, connecting with patients is no longer a downstream commercial activity; it is a strategic imperative that directly impacts market access, adherence, outcomes, and long-term value creation.

Historically, pharmaceutical market access strategies have been payer-centric, focused on formulary placement, reimbursement, and distribution logistics. While these remain

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Packaging (cont'd.)...

packaging that supports smaller shipment sizes, faster fulfillment, and ease of use at the point of care. Unit-dose, ready-to-use, and adherence-supporting formats reduce downstream complexity, improve efficiency for providers and pharmacies, and enhance the patient experience—creating tangible differentiation in competitive markets.

Regulatory pressure continues to intensify worldwide, particularly around serialization, track-and-trace, and anti-counterfeiting. Packaging is now a primary interface between physical product flows and digital supply chain oversight. Strategic packaging decisions must anticipate regulatory evolution, support data integration, and enable rapid, scalable compliance across geographies.

Sustainability is no longer a secondary consideration. Packaging that reduces material intensity, improves transport efficiency, and supports recyclability or reuse delivers both environmental and financial value while aligning with corporate sustainability commitments and stakeholder expectations.

For senior leadership, it is apparent that the packaging strategy must be elevated and integrated into core business, distribution, and risk management decisions. Organizations that treat packaging as a strategic asset will be better positioned to manage disruption, protect growth, and build durable competitive advantage in an increasingly complex global pharmaceutical ecosystem.

Key to Connecting (cont'd.)...

critical, they are increasingly insufficient in isolation. Today's access challenges are as much patient-driven as they are payer-driven. Affordability barriers, administrative complexity, limited health literacy, and lack of coordinated support are now primary determinants of whether a therapy ultimately reaches—and benefits—the patient. As a result, patient experience has become a defining component of access success.

Leading organizations are responding by reframing market access as an end-to-end ecosystem responsibility that integrates pricing, reimbursement, distribution, patient services, and digital engagement. Rather than treating patient support programs as supplemental, companies are embedding patient-centric design into core access strategy. This shift enables earlier engagement, reduces friction at initiation, and improves continuity of therapy—outcomes that directly support both clinical and commercial performance.

Digital transformation plays a central role in this evolution. Data-driven insights, real-time patient engagement tools, and integrated support platforms are enabling more personalized, timely, and scalable patient interactions. When effectively deployed, these capabilities allow organizations to anticipate access barriers, intervene earlier, and tailor support based on patient needs and behaviors. For senior leadership, this represents an opportunity to convert patient engagement from a cost center into a measurable driver of access efficiency and value realization.

At the same time, the growing complexity of specialty therapies heightens the strategic importance of coordinated access models. Many high-value therapies require extensive

education, benefits navigation, and ongoing adherence support. Without integrated access and patient engagement strategies, these therapies face delayed starts, abandoned prescriptions, and suboptimal outcomes. Companies that successfully align market access infrastructure with patient journey management are better positioned to protect revenue, differentiate in crowded markets, and demonstrate value to healthcare stakeholders.

Importantly, this transformation requires organizational alignment. Fragmented ownership across commercial, access, medical, and patient services functions undermines the effectiveness of patient-centric strategies. Executive leadership must drive cross-functional integration, establish clear accountability, and align incentives around shared access and patient outcome objectives. Market access transformation is therefore as much an operating model challenge as it is a strategic one.

For C-level executives, the implication is clear—sustainable access in today's pharmaceutical environment depends on the ability to design and deliver seamless, patient-centered experiences at scale. Organizations that elevate patient connection to a core access strategy—supported by digital capability, cross-functional alignment, and outcome-driven metrics—will be best positioned to navigate payer pressure, improve therapy adoption, and achieve durable growth in an increasingly value-driven healthcare system.

In Brief (cont.)

oral formulation of *Wegovy* as a once-daily pill for weight management and cardiovascular risk reduction in people with obesity or who are overweight. The drug can be given at a maintenance dose of up to 25 mg. Novo said it will make the starting dose of 1.5 mg available in pharmacies and select telehealth providers in early January, with discount offering of US\$149 per month.

- ♦ **Oriola Corporation** (Finland) selected **RELEX Solutions** to optimize their wholesale distribution operations with advanced forecasting, replenishment and *RELEX Diagnostics* capabilities. This will enable Oriola to optimize customer-channel forecasting and distribution center replenishment across its entire logistics and distribution network. The implementation will strengthen Oriola's ability to handle a broad product portfolio with varying shelf lives while ensuring critical health products are always available.

- ♦ **Amgen, Boehringer Ingelheim, Bristol Myers Squibb, Gilead Sciences, GSK, Merck & Co., Novartis, Genentech and Sanofi** have agreed with the White House to reduce prices of certain medicines in exchange for pharmaceutical tariff relief, the Trump Administration announced. The latest group of accords follows other similar "most favored nation" deals struck by other manufacturers in recent months.

(Sources: Company Press Releases, Drug Store News, FiercePharma, and PharmaVoice)

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