

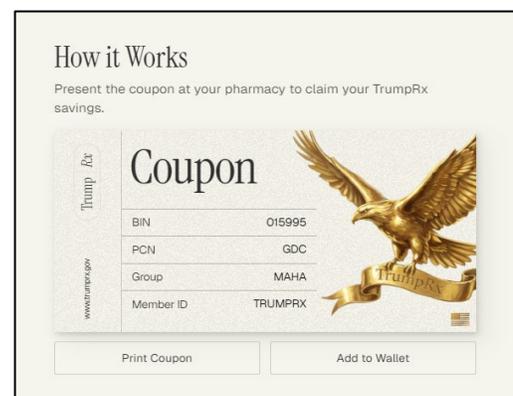
Feb. 9, 2026

Policy Update: TrumpRx Price Comparisons

Overview:

On Feb. 5, President Donald Trump unveiled the long-awaited rollout of [TrumpRx.gov](https://www.trump-rx.gov), the administration’s new direct-to-consumer pharmaceutical pricing website. The announcement marks one of several steps taken by the Trump administration to reduce the cost of pharmaceuticals by [delivering Most-Favored-Nation \(MFN\) drug pricing arrangements to patients](#), including the development of [voluntary MFN pricing arrangements with 17 major manufacturers](#) and [international reference pricing models](#) through the CMS Innovation Center. While the TrumpRx platform promises to provide cash-paying American patients with “direct access to dramatically lower prices on dozens of common, high-cost brand-name prescription drugs,” the savings presented may not differ significantly from that already offered through existing discount programs or traditional prescription drug insurance coverage. TrumpRx functions as an aggregator, designed to guide patients to the lowest available discounts rather than dispensing, selling, or processing prescriptions directly. An analysis of the 43 currently listed drugs available on TrumpRx finds that discounted prices are offered through three different mechanisms: 1) a repackaging of standard third-party pharmacy discount cards, 2) the use of manufacturer-run direct purchasing programs, and 3) a discount pass-through partnership between manufacturers and participating pharmacies. While the TrumpRx platform claims to offer “Most-Favored-Nation” prices, the discounts currently listed likely do not reflect the lowest available international reference price, nor do they account for lower-cost generic and biosimilar products.

A majority of the discounted prices found on TrumpRx are delivered through rebranded third-party discount coupons. While patients are prompted with TrumpRx branding and user interface when browsing these products, the underlying discount structure follows established discount card processing procedures through a third party. For example, when viewing the price for 30 tablets of 0.45mg strength [Duavee](#), patients are presented with a coupon card to claim TrumpRx savings. When viewing the same product, dosage, and supply on GoodRx, patients are presented with a coupon featuring the exact same price, Bank Identification Number (BIN), and Processor Control Number (PCN). In this case, TrumpRx cards only differ superficially from GoodRx coupons in the ‘Trump’ and ‘MAHA’ Group and Member ID numbers provided. For TrumpRx products discounted through third-party coupons, the discount is indistinguishable from that presented by GoodRx. Of note, GoodRx is listed as a “[core integration partner](#)” for the TrumpRx platform that unifies “pricing, pharmacy enablement, and a trusted consumer



A TrumpRx-branded third-party discount coupon

experience into a single solution.” It remains to be seen whether additional discounted products will be offered through GoodRx-enabled coupons, or if the discounts listed on TrumpRx will differ from those provided directly through GoodRx. This discount mechanism currently applies to 34 of the 43 drugs offered on TrumpRx.

Patients also access a subset of TrumpRx products directly through manufacturer-run purchasing programs. When viewing [these products](#) on TrumpRx, patients are redirected to an existing manufacturer discount program. In these instances, the TrumpRx platform functions as a referral portal, rather than a pricing intermediary. The federal government does not negotiate discounts for these products, as pricing and contract terms are established by the manufacturer itself. And while manufacturer-run purchasing programs may offer steeper discounts than third-party coupons, the inclusion of such programs on TrumpRx does not appear to affect the drug’s net price. This discount mechanism currently applies to 5 of the 43 drugs offered on TrumpRx. TrumpRx drug discounts offered through direct manufacturer purchasing programs are reflected in the table below.

How it Works

AstraZeneca manages direct patient orders through AstraZeneca Direct. AstraZeneca Direct will guide you through eligibility and offers delivery options.

For support call Customer Care at [1-888-898-0545](tel:1-888-898-0545) between 8:30 AM - 9 PM ET, Monday through Friday.

[Get Started on AstraZeneca Direct](#)

A manufacturer direct purchasing link found on TrumpRx

The remaining TrumpRx discounts are provided to patients through existing manufacturer-pharmacy partnership discount programs, rather than third-party discount cards. For [these products](#), patients are presented with TrumpRx coupon cards that mirror standard manufacturer discount cards, such as those used in patient-access or acquisition programs. In this case, discounted pricing is coupled with manufacturer-specific identifiers, rather than the TrumpRx-branded group and Member IDs used for third-party cards. This detail suggests that the discounts reflected on TrumpRx have simply been passed through from the manufacturer, rather than negotiated separately by the federal government through an MFN arrangement. TrumpRx discounts fulfilled through manufacturer-pharmacy partnerships represent some of the steepest price cuts available on the platform. This discount mechanism currently applies to 4 of the 43 drugs offered on TrumpRx. [Insulin Lispro](#) is presented as a direct manufacturer discount and also included in this category. TrumpRx drug discounts offered through direct manufacturer purchasing programs are reflected in the table below.

How it Works

Present the coupon at your pharmacy to claim your TrumpRx savings.



The coupon card features the TrumpRx logo, a golden eagle with wings spread, and a banner that says 'TRUMP Rx'. The card includes a table with the following information:

BIN	610020
PCN	PDMI
Group	99996218
Member ID	ERXEMDSERONO

At the bottom of the card are two buttons: 'Print Coupon' and 'Add to Wallet'.

A TrumpRx manufacturer-pharmacy partnership discount card

Although the TrumpRx platform claims to display “the world’s lowest prices on prescription drugs,” one aspect of the prescription drug pricing system is strikingly absent. TrumpRx omits many of the lower-cost generic or biosimilar versions of medications listed on the platform, despite the fact that [22 of the 43 drugs listed have generic versions available](#) in the United States. For TrumpRx medications with generic alternatives, [an analysis](#) of the average generic prices listed on [CostPlus](#) and/or GoodRx versus the TrumpRx price demonstrates that many of the medications are available as generics for tens or even hundreds of dollars cheaper than TrumpRx. The total savings that

consumers may realize when purchasing generic alternatives are reflected in the table below. TrumpRx discounts may provide a financial reprieve to some patients who pay for their medications out-of-pocket, but individuals with prescription drug coverage are likely to find lower copays outside of the TrumpRx platform. And while TrumpRx alludes to the use of “Most-Favored-Nation pricing” in several instances, the 43 drug discounts do not appear to reflect an MFN price negotiated by the federal government. The function of the platform as it currently exists is to aggregate existing discounts on brand name drugs for cash-paying patients, with no clear difference in savings between the reference discount and TrumpRx discount for a majority of products. The Trump administration states that it is pursuing additional MFN agreements and will expand the TrumpRx platform over time. Details around the implementation of additional discount agreements remain unclear.

Table 1. TrumpRx Drug Fulfillment Mechanisms and Generic Competition:

Drug	Fulfillment Mechanism	Evidence	Potential generic savings vs TrumpRx ¹
Duavee	Discount Card (3rd-party)	TrumpRx drug page → coupon format with BIN/PCN	Generic unavailable
Toviaz	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$28.90
Eucrisa	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic unavailable
Prempro	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic unavailable
Abrilada	Discount Card (3rd-party)	TrumpRx drug page → discount card	No change
00Estring	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic unavailable
Protonix	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$339.88
Premarin	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$28.83
Pristiq	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$186.44
Xeljanz	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic unavailable

Levoxyl	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$42.43
Cortef	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$37.72
Colestid	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$100.13
Zarontin	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$37.88
Nicotrol	Discount Card (3rd-party)	BIN 015995 / PCN GDC shown on coupon	Generic unavailable
Cytomel	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$2.64
Diflucan	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$2.64
Lopid	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$60.04
Medrol	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$12.68
Tikosyn	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$643.38
Vfend	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$70.43
Viracept	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic unavailable
Zyvox	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic available at different dose/formulation
Azulfidine	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$146.71
Azulfidine En-Tabs	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$246.45

Zavzpret	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic unavailable
Chantix	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$79.49
Ozempic (Pen)	Discount Card (3rd-party)	TrumpRx drug page → coupon shown	Generic unavailable
Wegovy (Pen)	Discount Card (3rd-party)	TrumpRx drug page → coupon shown	Generic unavailable
Wegovy (Pill)	Discount Card (3rd-party)	TrumpRx drug page → coupon shown	Generic unavailable
Premarin Vaginal Cream	Discount Card (3rd-party)	TrumpRx drug page → discount card	\$28.83
Ngenla	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic unavailable
Cleocin	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic available at different dose/formulation
Genotropin	Discount Card (3rd-party)	TrumpRx drug page → discount card	Generic unavailable
Bevespi	Manufacturer Direct	Page states fulfillment via AstraZeneca Direct	Generic unavailable
Xigduo XR	Manufacturer Direct	Page states fulfillment via AstraZeneca Direct	\$4.35
Farxiga	Manufacturer Direct	Page states fulfillment via AstraZeneca Direct	Lower cost option on TrumpRx (-\$182.01)
Airsupra	Manufacturer Direct	Page states fulfillment via AstraZeneca Direct	Generic unavailable
Zepbound	Manufacturer Direct	Page states fulfillment via LillyDirect	Generic unavailable

Cetrotide	Manufacturer Pharmacy Program	Manufacturer member ID shown (EMD Serono)	Lower cost option on TrumpRx (-\$27)
Ovidrel	Manufacturer Pharmacy Program	Manufacturer member ID shown (EMD Serono)	Generic unavailable
Gonal-F	Manufacturer Pharmacy Program	Manufacturer member ID shown (EMD Serono)	Generic unavailable
Insulin Lispro	Manufacturer Pharmacy Program	Page lists manufacturer savings card terms & monthly cap	Lower cost option on TrumpRx (-\$18.35)

¹ Table: J. Emory Parker/STAT. Source: STAT analysis of listed prices, Feb. 6, 2026: <https://www.statnews.com/2026/02/06/trumprx-discount-drug-website-undercut-by-cheaper-generics/>