

A B A R C A

FORCES SHAPING A BETTER PATIENT EXPERIENCE

5

From smarter technology to empowered providers, discover how PBM is evolving to put people first.



Why the Patient Experience Can't Be an Afterthought



Soaring drug costs strain care access



AI is here—but needs human centered design



Pharmacists are underutilized care touchpoints

A better PBM isn't about process. ***It's about people.***

The 5 Forces

Redesigning the PBM Model Around People

Flexible, transparent, and unbundled models tailored to member needs.

Pharmacists as Frontline Connectors

Frequent, trusted, and accessible—pharmacists are key to improving outcomes.

Technology That Works With People

AI and automation should empower—not overwhelm—patients and care teams.

Smarter Strategies for High-Cost Therapies

From biosimilars to GLP-1s, affordability and access must go hand in hand.

A Seamless, Personalized Member Experience

Virtual PBMs are making care faster, simpler, and more connected.

See How These Forces Are Reshaping Healthcare

Read the full blog: [5 Forces Shaping a Better Patient Experience](#)

www.abarcahealth.com