Healthcare
Revolution
Partners

WHY REACH AND DEPTH BEAT REACH OR DEPTH ALONE

A White Paper on Accelerating
the Healthcare Revolution

Consultants and brokers have learned, through hard experience, to be skeptical of PBM combinations. They want to know whether a combination brings better choices and a smooth experience for clients. Abarca Health and LucyRx are combining as Healthcare Revolution Partners (HRP) for a different reason: the two organizations are complementary, not redundant. LucyRx brings employer and TPA momentum, 100% pass-through economics, and a service model members feel. Abarca brings government and health-plan depth and an owned technology platform, Darwin H/I, built specifically for pharmacy. This paper makes the case that this combination strengthens go-to-market credibility rather than diluting it, and that continuity for existing clients comes first, with new capability building on top of it, not replacing it.

ABARCA + LucyRx = Healthcare Revolution Partners

THE MARKET PROBLEM: WHY COMBINATIONS GET QUESTIONED

National Alliance's latest Pulse of the Purchaser research reflects what brokers and consultants say in nearly every conversation: buyer patience for PBM promises has run out, and a merger announcement raises new questions before it answers old ones. Will service levels hold during integration? Will pricing commitments survive a leadership change? Will the combined entity actually be more capable, or just bigger? These are not unreasonable questions. They are the direct result of a market where the three largest PBMs cover more than half of covered lives, and where buyers want more flexibility, not less.

THE COMPLEMENTARY THESIS: REACH PLUS DEPTH

The Abarca-LucyRx combination is not two similar organizations merging to reduce competition. LucyRx brings 100% pass-through economics, 25 in-house clinical programs, a 62,000+ pharmacy network, and Care Guides members can reach around the clock. Abarca brings an owned adjudication and clinical platform, built and controlled end-to-end rather than licensed or assembled from vendors, with the technology depth that produced the recent Darwin H/I launch. Neither capability substitutes for the other. Together, they answer the “will this fit how we work?” question buyers and consultants are already asking: one independent organization, with no owned pharmacies or insurance affiliations to complicate whose interests it serves.

100%
Pass-through economics

25
In-house clinical programs

62K+
Pharmacy network

24/7
Member access to Care Guides

1
Owned adjudication and clinical platform.

PROOF, NOT PROMISE: WHAT'S ALREADY TRUE TODAY

The combination's credibility rests on a simple discipline: lead with continuity, then earn the right to talk about growth. For every existing LucyRx and Abarca client today, the commitment is explicit: same teams and account relationships, same market focus for each brand, same commitments and contract terms, same member experience, same day-to-day operations, and the same senior leadership, with Jason Borschow and David Blair continuing as HRP Co-Chairs. This is not a transition plan buyers have to take on faith; it is the operating reality on day one and every day since close.

That same discipline extends to performance, not just continuity. Abarca's PBM work has earned three PBMI Excellence Awards for cost-containment strategy, care management, and a Medicare Stars improvement from 3 to 5 stars in under two years, plus HITRUST certification and URAC accreditation, with LucyRx also URAC-accredited. None of that is a claim the combination is making about itself; it is outside recognition earned before the two organizations came together, now backing the partnership rather than one side.

GO-TO-MARKET STRENGTH: WHAT CHANGES FOR PROSPECTS

For prospects and the consultants advising them, the combination changes the calculus in specific ways. A jumbo employer or health plan evaluating clear economics now sees transparent, pass-through pricing and an organization with the depth to stand behind its commitments. One weighing control and choice sees a broader set of capabilities, from government-programs expertise to commercial line experience to an owned technology platform, now available under one roof rather than stitched together across vendors. And one weighing trust sees an organization that has been explicit, from the day of announcement, about what does and does not change, rather than one asking buyers to wait and see. For employer clients, the test also extends past go-live: whether the PBM makes the benefit easier for employees to navigate and takes unnecessary burden off HR. That is how we work: proactive, reachable teams who bring plans and options before clients ask.

PUTTING IT TO THE TEST: WHAT THIS MEANS UNDER HEALTHCARE REVOLUTION PARTNERS

Healthcare Revolution Partners was built around HRP's own integration playbook, covering culture and people, communications, strategy alignment, process optimization, technology enablement, governance and risk, and performance measurement, sequenced deliberately so integration work happens without disrupting the market-facing relationships either brand has already earned. For consultants and brokers evaluating this partnership, the practical test is straightforward: does the combined organization show up more capable in the room, without becoming harder to work with? LucyRx's 2026 Partner Summit, held October 5 and 6 in Bethesda, Maryland, was the first place to test that question in person, with partners in the room rather than through a press release alone.

The Summit was organized around a single question, What Is Possible?, and it was designed to listen as much as to present. Rather than a capabilities showcase, the day centered on outcomes in practice across choice, cost, and care; on how data becomes a client decision; and on a partner working session that asked what still gets in the way. Those conversations mapped directly to the questions this paper raises: what makes a PBM change feel safe, whether evaluations give credit for the full economics, including clinical savings and avoided cost, and where LucyRx now fits given the scale and capability the combination adds. Abarca leaders joined LucyRx subject-matter experts at partner tables, primarily to listen and to learn firsthand how consultants and brokers make PBM decisions. The question anchoring that session was candid by design: what needs to be true for LucyRx to be seriously considered for opportunities partners have not historically brought it into? What partners shared there is now shaping how LucyRx follows up with them.



CONCLUSION: PROTECT WHAT WORKS, THEN ADD WHAT'S POSSIBLE

Partnerships in this category are judged by what changes for the people relying on them, not by what a press release claims. Abarca and LucyRx are building Healthcare Revolution Partners around a simple sequence: protect what already works, then add what wasn't previously possible. Reach and depth, together, is the proof point behind that sequence, and LucyRx's Partner Summit was where partners first pressure-tested it in the room, not just on paper, and began helping answer what is possible next.

ABOUT HEALTHCARE REVOLUTION PARTNERS

Healthcare Revolution Partners is a mission-led union of like-minded organizations like Abarca Health and LucyRx working to accelerate a better way in prescription care and revolutionize the broader healthcare experience. Both brands remain in the market today, operating as independent, full-service pharmacy benefit managers with commercial, Medicare, and Medicaid capabilities, 100% independent, with no owned pharmacies or insurance affiliations.

Learn more at acceleratetherevolution.com

EXTERNAL SOURCES

Market figures reflect the most recent publicly available sources at the time of writing. Company figures are as reported by Abarca Health and LucyRx.

1. National Alliance of Healthcare Purchaser Coalitions, “Pulse of the Purchaser 2026 Survey Results,” August 2026. https://www.nationalalliancehealth.org/resources/pulse-of-the-purchaser-2026-survey-results/
2. American Medical Association, “Competition in PBM Markets and Vertical Integration of Insurers with PBMs: 2025 Update.” https://www.ama-assn.org/system/files/prp-pbm-shares-hhi-2025.pdf
3. PBMI Excellence Awards to Abarca Health, including Care Management Strategies (2019), https://www.biospace.com/abarca-receives-pbmi-excellence-award-for-care-management-strategies, and Cost Containment Strategies for Assura (2022), https://newsismybusiness.com/abarca-lands-industry-award-for-new-financial-model-assura