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2026 Q2



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A Bold Partnership to Lower Drug Costs in Kansas

How a not-for-profit relationship is restructuring specialty drug pricing – and delivering measurable savings for Kansas employers.

When it comes to prescription drug prices, Kansas employers and families feel the pressure.

Across the country, rising drug costs, supply chain markups and rebate-driven pricing models continue to strain businesses and households alike – despite policy debates, manufacturer discounts and other well-intended reforms that haven't fully addressed the root problem.

That's why Blue Cross and Blue Shield of Kansas (BCBSKS) took a different approach – working with CivicaScript®, a not-for-profit pharmaceutical company backed by health plans, to lower drug costs and deliver meaningful savings to members.

It's not a pilot program. It's not a rebate strategy. It's a structural change to deliver low-cost generic medicines to patients.

And it's already working.

A market that needed fixing

"Some low-cost generic medicines are marked up several hundred percent by the time they reach the patient," says Brent Eberle, President of CivicaScript. "In today's drug supply chain, many participants may benefit when prices are higher – including manufacturers, wholesalers, pharmacies and traditional pharmacy benefit managers," he adds.

CivicaScript was created to bring affordable versions of commonly prescribed but high-priced generic medicines to the market. Its business model brings an unprecedented level of pricing transparency to the drug supply chain – which is particularly impactful for specialty generics and biosimilars, where pricing can be opaque and unpredictable. Through a drug selection advisory committee of pharmacy leaders from

participating health plans, the organization identifies generic and biosimilar medications to bring to market at low cost that it believes will have the greatest impact. Its model is straightforward:

- **Identify** high-cost specialty drugs that drive employer and patient spend.
- **Partner** directly with vetted manufacturers to produce quality, lower-cost generic and biosimilar alternatives.
- **Price transparently**, covering production costs while avoiding the excessive markups that are common in traditional supply chains.

"We're proving that our combination of transparency and sustainable low pricing has potential to transform the system – reducing drug costs and improving patient access to the medicines they need to stay healthy," says Eberle.

That mission alignment mattered to BCBSKS.

"As a not-for-profit Blue plan, we're always looking for solutions that truly lower the total cost of care," says Tiffany Liesmann, AVP Chief Pharmacist at BCBSKS. "This initiative puts people first. It's about bringing meaningful affordability to our employer groups and members."



This isn't a profit center for us. It's about affordability. It's about lowering the cost of care for Kansas businesses and families.

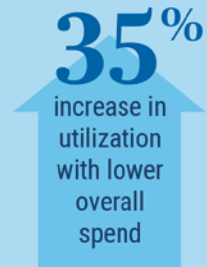
– Tiffany Liesmann, PharmD

Disrupting the market, driving down costs

CivicaScript's first product was abiraterone, a treatment for certain types of prostate cancer. When CivicaScript entered the market, the medication cost more than \$3,000 per month in some settings.

CivicaScript brought it to market at a recommended price of \$171 for a month's supply. CivicaScript not only offered a lower-cost alternative, its transparent, not-for-profit model also created competitive pressure, and the average price of abiraterone from other manufacturers fell by 19%.

The impact in 2024



Source: Annual Savings Report Benchmark, BCBSKS December 2025

“We expected savings because we were moving members to a lower-cost, FDA-approved generic alternative,” Liesmann says. “But it’s still exciting to see it play out. We really did help bring a lower-cost product to market and put it in the hands of our members.”

For employers, that translates to lower claims costs — helping stabilize premiums and reduce overall health care spend. For members, it can mean lower out-of-pocket costs and more predictable expenses for medications they may take long term.

“This is truly a unique model,” says Liesmann. “Our competitors aren’t structured to do this. As a not-for-profit plan, we have the flexibility to pursue solutions that disrupt the supply chain in ways others simply can’t.”

Transparency and quality are non-negotiables

Unlike many traditional drug supply chain models, CivicaScript emphasizes transparency. Each product’s package includes a QR code that patients and pharmacies can scan to see the maximum retail price a patient should be charged.

Affordability never comes at the expense of quality. CivicaScript conducts its own quality audits. “It’s not just about inexpensive medications,” says Eberle. “We deliver quality medications at an affordable price.”

Expanding the impact

Blue Cross and Blue Shield of Kansas expanded its offering of CivicaScript products in 2025, including specialty generics used in neurology and oncology care. The health plan will add four more CivicaScript products in 2026 and expects to generate an additional \$100,000 in annual savings from the next phase of products.

Nationally, CivicaScript has prioritized additional medications for future development, with multiple launches planned over the next several years.

“This is still new,” Eberle says. “But we have a strong pipeline, and we’re working hand in hand with our health plan members to identify the products that will have the greatest benefit to patients.”

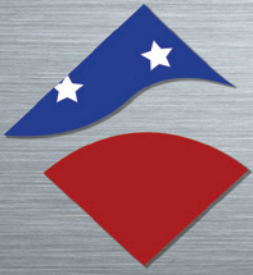
The mission in action

For BCBSKS, the CivicaScript relationship reflects something larger than a drug strategy.

“This isn’t a profit center for us,” Liesmann says. “It’s about affordability. It’s about lowering the cost of care for Kansas businesses and families.”

In a market where rising specialty drug costs are one of the biggest drivers of premium growth, that commitment matters.

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LAWRENCE & DOUGLAS COUNTY BUSINESS MAGAZINE 2026 Q2

LETTER FROM THE PUBLISHERS

For more than a decade, one of the highlights of our year has been celebrating the businesses that are helping shape the future of Lawrence and Douglas County. The Lawrence Business Magazine Foundation Awards were established in 2014 with a simple but important goal: to recognize and celebrate local businesses that are growing, creating jobs, and investing in our community.

As publishers of Lawrence Business Magazine, we have the privilege of telling the stories of business owners, entrepreneurs, and organizations that work every day to make our community stronger. We know that much of our community's economic growth comes from businesses that are already here. Local businesses expand, hire new employees, invest in facilities, support local causes, and create opportunities for others. They are the foundation of our local economy.

That belief is what inspired the Foundation Awards. Each year, we honor businesses located in Douglas County that have created new jobs. Whether it is a small company adding its first employee or a larger organization adding dozens of jobs, every new position represents an opportunity for someone in our community. Those jobs support families, strengthen neighborhoods, and contribute to the overall vitality of Lawrence.

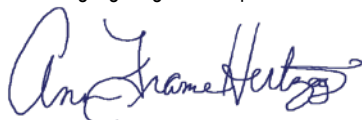
What makes these awards especially meaningful is that they recognize businesses of all sizes and across all industries. Growth does not look the same for every company. For some, growth means expanding into a new market. For others, it means purchasing new equipment, opening a second location, or adding staff to meet increasing demand. Regardless of the path, growth requires vision, risk, perseverance, and an incredible amount of hard work.

We have had the honor of presenting more than 180 Foundation Awards to local businesses and celebrated the creation of almost 2,000 jobs in our community. Those numbers represent far more than statistics. They represent entrepreneurs who took a chance, employees who found opportunities, and businesses that chose to continue investing in Lawrence and Douglas County.

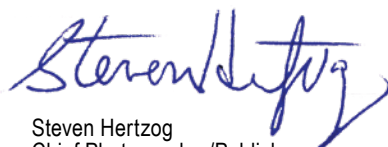
Each year, one of those Foundation Award honorees is selected for the Footprint Impact Award, recognizing a business whose work model includes giving back, community involvement and service. In 2023, we expanded our recognition efforts by adding the Minority-Owned Business Foundation Impact Award and the Woman-Owned Business Foundation Impact Award, honoring businesses that are making a meaningful difference in our community while also building successful enterprises. Together, these awards reflect something we have always believed: how a business succeeds is just as important as its success itself.

While the Foundation Awards celebrate the achievements of our honorees, they are also a reflection of the broader business community that helps make that success possible. We are especially grateful to the sponsors who partner with us each year to support this program. Their commitment to giving back demonstrates the kind of leadership that strengthens our community and creates opportunities for others to succeed. We are proud to work alongside our presenting sponsor, INTRUST Bank, and our other sponsors who understand the importance of recognizing local businesses and celebrating the positive impact they have on Lawrence and Douglas County.

As you read this issue and learn more about this year's honorees, we encourage you to celebrate their achievements. Their success strengthens our entire community. We are proud to recognize these businesses, grateful for the sponsors who make the program possible, and excited to continue highlighting the companies that are helping Lawrence grow, one job at a time.



Ann Frame Hertzog
Editor-in-Chief/Publisher



Steven Hertzog
Chief Photographer/Publisher

www.LawrenceBusinessMagazine.com



ON THE COVER

Foundation Award Recipients and IMPACT award winners: CEK Insurance — Footprint Impact Award, Justin Cordova and Mark Buhler; La Tropicana — Minority-Owned Business Foundation Impact Award, Catalina Martin del Campo (sitting), and Laura Martin del Campo; Free State Dental — Woman-Owned Business Foundation Impact Award, Kim Herries and Kayla Steffey.

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