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Brian Malkin and Beth Siemer Address 2026 Market Access Trends in Pharmacy Times

Spencer Fane attorneys Brian Malkin and Beth Siemer's article, Market Access in 2026: Will Cash Models Take Over for Consumers Wanting Greater Access and How Will This Impact Pharmacy Distribution Models?, was published by *Pharmacy Times.*

In the article, which was originally a firm blog post, the team highlights the growing shift toward multimodal payer and channel models, including the resurgence of cash-pay pharmacies and the challenges this poses for innovative therapies. They emphasize the increasing complexity of navigating state-specific regulations and post-market requirements, making legal and strategic guidance essential for manufacturers. The article also covers emerging trends in distribution, patient support, specialty therapies, and pricing strategies shaping market access in 2026.

"Several types of market access studies may be helpful or required for innovative companies to support product pricing, given the looming Inflation Reduction Act and comparative advantage pricing models in other countries. This makes it increasingly important for manufacturers to collaborate with physicians and patient advocacy groups early in product development to support pricing warranted by research and development needs and market growth," the team wrote.

At the firm, Brian streamlines processes for clients navigating the complex intersection of patent law and food and drug law, leveraging unique public and private sector experience, in-depth creative and strategic analysis, and advanced negotiation tactics to meet and exceed stakeholder expectations.

Beth advises individuals and organizations navigating complex state and federal laws that govern transactions, compliance, and reimbursement. Working with various providers, payers, benefit managers, and vendors in the health care space,

she offers practical tools, actionable advice, and customized solutions that allow her clients to keep the focus on innovating and providing high-quality products and services.

Read the team's full article here.