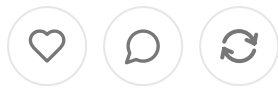


# Cuban Joins Trump at TrumpRx to Add 600 Generics via Cost Plus, Amazon, GoodRx: Why Cash Pricing That Skips Deductibles Misses Most Insured Americans & How PBM Formulary Threats Block Brand Adoption

MAY 19, 2026 • PAID



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 **Cuban Joins Trump at TrumpRx to Add 600 Generics via Cost Plus, Amazon, GoodRx: Why Cash Pricing That Skips Deductibles Misses Most Insured Americans & How PBM Formulary Threats Block Brand Adoption**

Mark Cuban stood next to Trump in the Roosevelt Room on Monday. Cuban spent 2024 campaigning against him. Drug pricing breaks politics in weird ways. Here is what the TrumpRx expansion actually means for patients...

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## Abstract

- Monday 5/18/26: WH announces TrumpRx expansion w/ Mark Cuban Cost F Drugs, Amazon Pharmacy, GoodRx, adding 600+ generics on top of the origi 43-brand-name Feb 2026 launch.
- TrumpRx is a coupon aggregator, not a pharmacy. Routes patients to manufacturer DTC sites or generates coupons for retail pickup. Built on Gc tech.
- Cash-pay only. Purchases generally don't count toward deductibles or OOP maxes. Not accepted in CA or MA. Most manufacturer DTC deals exclude Medicare, Medicaid, TRICARE, VA enrollees.
- KFF and STAT analyses: for the ~85% of Americans with Rx coverage, insur copays will usually beat TrumpRx cash prices, especially once deductibles ar met. Real beneficiaries: uninsured (~8% under 65), high-deductible patients

never hit their deductible, and patients with non-covered drugs (GLP-1s for weight, IVF, fertility).

- Cost Plus model: drug cost + 15% markup + \$5 pharmacy labor + \$5.25 shipping. Cuban added ~500 generics to TrumpRx.
- Big 3 PBMs (CVS Caremark, Express Scripts, OptumRx) control ~90% of US claims per FTC 2024 report. Cuban's struggle on brands is structural: PBMs threaten manufacturers w/ portfolio-wide formulary deprioritization if they go to Cost Plus at competitive brand pricing.
- Employer channel struggle = rebate addiction + contracting complexity + network access. Humana CenterWell partnership (April 2026) is Cuban's workaround.
- FTC settlement w/ Express Scripts requires "covered access to TrumpRx as part of its standard offering upon relevant legal and regulatory changes." Potential wedge to fix the deductible-credit problem.
- Net read: Generic expansion is a real win for cash-pay segment. For 85% of insured, math still favors insurance. Real reform is upstream of the website.

## The Monday Photo Op No One Predicted

Mark Cuban standing in the Roosevelt Room next to Donald Trump on May 18, was not on anyone's bingo card last year. Cuban spent the 2024 cycle campaigning for Kamala Harris, calling Trump's economic ideas incoherent, and going on every podcast that would have him to argue the case. Trump, asked about Cuban's appearance Monday, told reporters Cuban had made "a big mistake" in 2024, then went on to praise Cost Plus Drugs as one of the best things to happen to American patients. Cuban, in turn, told Newsweek after the event, "Anything that reduces the cost of medications for Republicans, independents, and Democrats is a win. I'll go with anybody, I don't care. If you're going to make healthcare cheaper, you're my best friend."

That's a clean summary of the politics, and also a useful reminder that drug price breaks party lines in weird ways. Both ends of the spectrum want to swing at the PBM piñata. It also signals where Cuban thinks his actual leverage sits: not in fi

CVS Caremark or OptumRx through op-eds, but in plugging Cost Plus into what distribution rails happen to have eyeballs and government endorsement attached. TrumpRx is the largest single distribution channel on offer that doesn't require running through a vertically integrated PBM-insurer. So he plugged in.

Standing next to Cuban Monday were execs from Amazon Pharmacy and GoodRx plus HHS adviser Chris Klomp (one of the original TrumpRx architects) and CMS Administrator Mehmet Oz. Oz repeated the MAHA-friendly stat that almost one in three Americans, when they go to a drugstore, cannot afford to pick up the medications their doctor prescribed. The number is directionally supported by various access surveys, but adherence drop-off can come from copays, prior authorization, therapy, formulary exclusions, and pure cash-pay all at once. TrumpRx only adds the cash-pay piece, which is the smallest of those buckets for most insured patients.

## What TrumpRx Actually Is Under the Hood



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