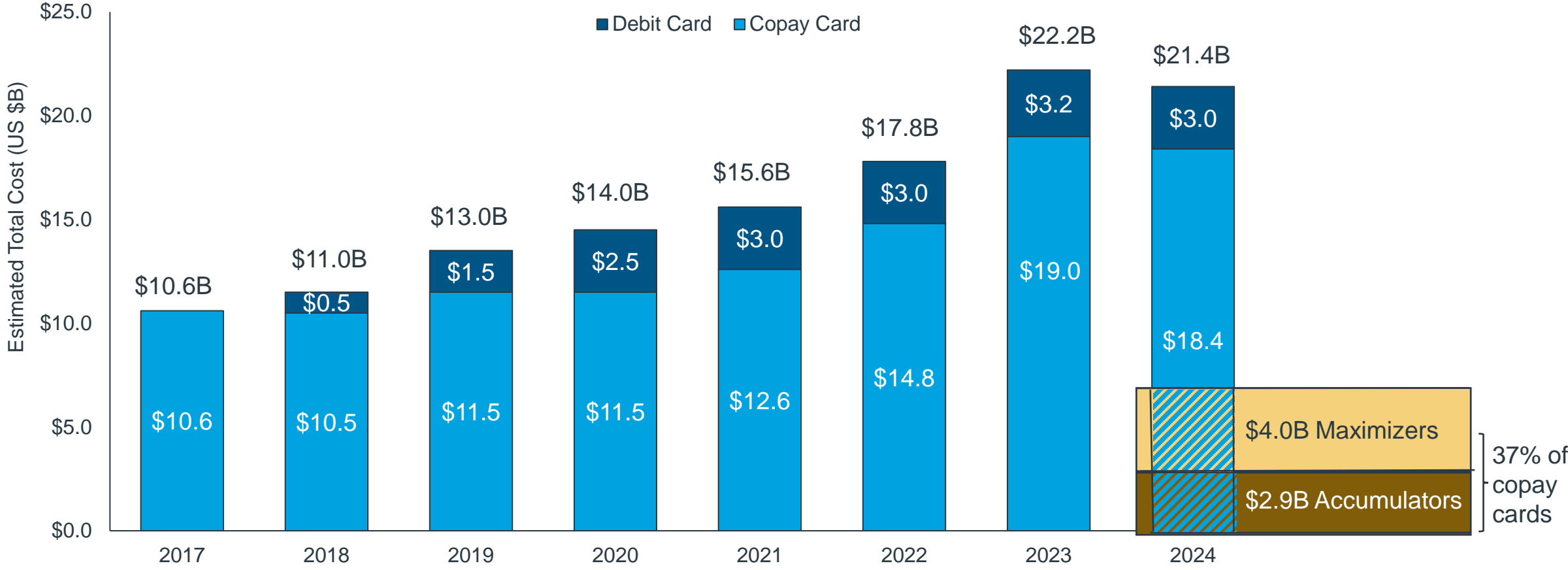


# Manufacturer copay cards bought down over \$21B of patient costs in 2024 with \$6.9B attributed to copay accumulator and maximizer programs

Costs due to accumulators/maximizers grew from 22% in 2023 to 37% in 2024

**Estimated Total Copay Cards and Debit Cost Trends**  
(All Brands; Commercial/Assistance)



Note: Estimate does not capture point-of-sale programs like denial conversion, eVouchers, and other non-traditional support  
Vaccines and Respiratory excluding flu excluded  
Source: IQVIA LAAD 3.0 Claims Data; Xponent PlanTrak Projected Data, IQVIA US Market Access Strategy Consulting Analysis