

# 2025 Regulated Markets Summit: Navigating Change, Driving Outcomes

November, 2025

The 9th annual Regulated Markets Summit, hosted by Evernorth Health Services in Washington, D.C., convened health care leaders, policy experts and strategic partners to address the rapidly changing regulated markets landscape. It kicked off with a message of adaptability and resiliency, and over the course of the event, attendees explored key challenges and opportunities shaping the future of pharmacy benefit management, health plan performance and regulatory compliance.

During the **evolving pharmacy landscape** session, Evernorth leaders discussed the increasing complexities health plans are continuing to face amid regulatory demands, providing a proactive approach to navigating regulatory shifts and market dynamics.



## Unclear rules, clear goals: Driving health outcomes in a murky landscape

This session explored the regulatory and legislative environment impacting health plans and pharmacy benefit managers, reinforcing the importance of proactive engagement and strategic foresight in driving health outcomes amid regulatory uncertainty.

The **What's next in drug pricing** session examined the shifting drug pricing landscape influenced by new regulations and the Inflation Reduction Act, highlighting the need for manufacturers and health plans to adapt their strategies. Key discussion points included pricing models, strategic contracting and innovative benefit designs to stay competitive in a dynamic market.

### **Brokers, buyers and best practices: Navigating Open Enrollment in a shifting market**

This session focused on strategies for health plans to enhance open enrollment performance amid shifting market conditions and regulatory changes. Key takeaways included aligning benefit design with trends, treating brokers as strategic partners and leveraging competitive intelligence tools.



The **Advancing Quality and Star Ratings** session focused on strategies to enhance Quality and Star Ratings in regulated markets through comprehensive support offerings, active policy engagement with CMS, data-driven insights and member-centric solutions.

The **Driving performance with quality-focused pharmacy networks** session examined how legislative changes and market dynamics are reshaping pharmacy network strategies, with a focus on quality, performance and the expanding role of independent pharmacies. It emphasized the value of independent networks in improving adherence and enhancing care delivery.

During the **Setting the stage for a successful audit** session, industry experts provided proactive strategies for CMS audit readiness, emphasizing the importance of internal oversight and risk mitigation to maintain compliance and accountability.

The event concluded with a message of appreciation and optimism, reinforcing Evernorth's commitment to partnership and progress through collaboration, innovation and adaptability.



Want to learn more about any of the topics covered at this year's Regulated Markets Summit? Please reach out to your Evernorth strategist or account team. We look forward to continuing our work together!