



NATIONAL HEALTH COUNCIL



IPAY 2028 OVERVIEW BRIEF

Purpose

This brief provides the National Health Council (NHC) member organizations with a concise overview of the Initial Price Applicability Year 2028 (IPAY 2028) Medicare Drug Negotiation process, key milestones, and concrete steps to prepare for effective, coordinated patient engagement.

Key Webinars for NHC Members

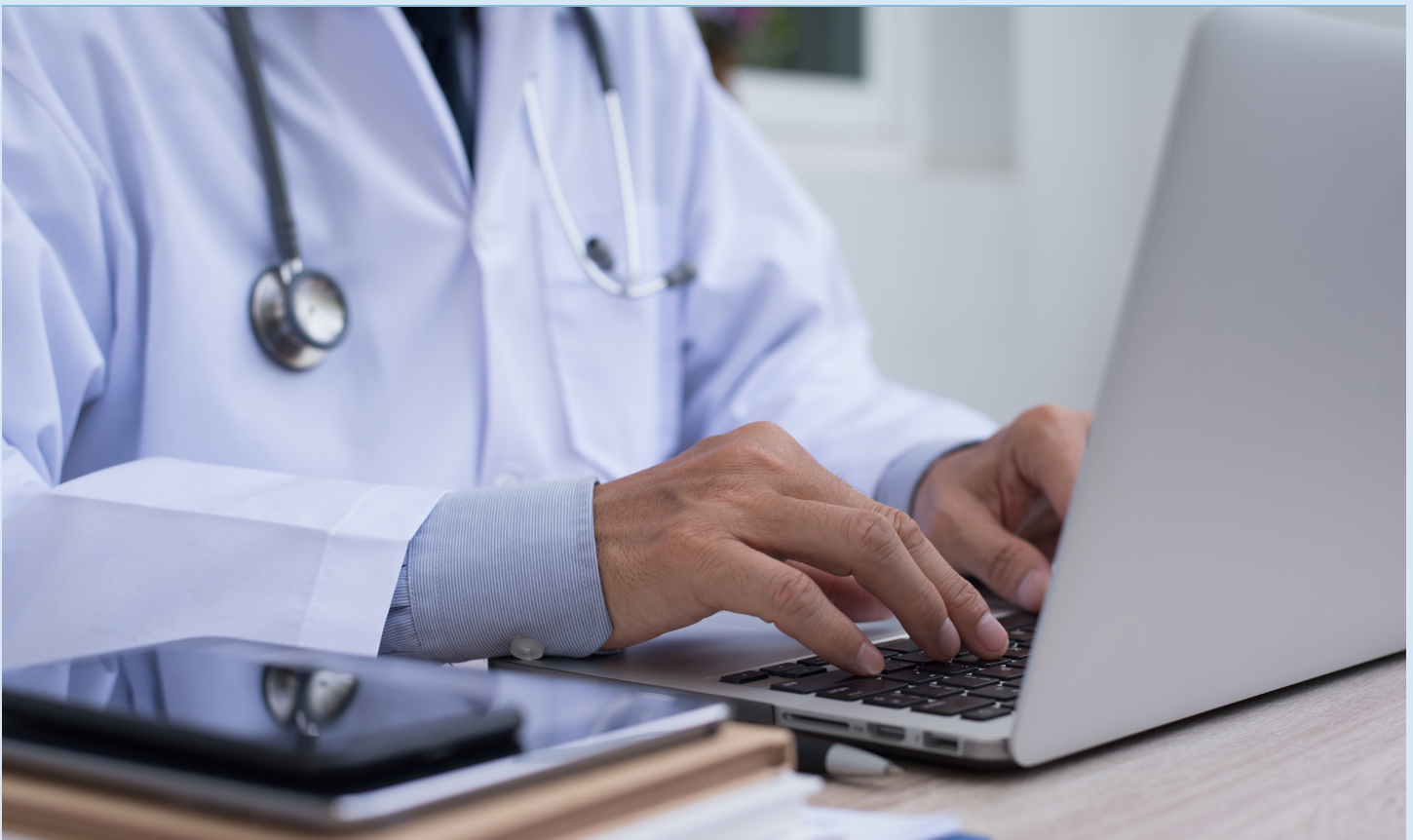
December 18 at 2:00 p.m. ET – Sharing Patient Experience and Introducing the NHC Toolkit.

- This webinar will highlight patient experience, walk through the IPAY 2028 Toolkit, and outline how member organizations can support and encourage their patients and clinicians to participate and feel prepared.

January 22 at 11:00 a.m. ET – CMS-NHC Webinar on Patient Engagement in Medicare Drug Negotiations.

- CMS officials will outline the opportunities and expectations for patient and stakeholder input in the next round of Medicare drug negotiations, including the first cycle that will cover certain Medicare Part B drugs.

Guidance on how patients and clinicians can provide input is expected by the end of 2025, and CMS will publish the list of up to 15 selected drugs for IPAY 2028 negotiations by February 1, 2026.



Timeline Overview: Key IPAY 2028 Dates

Date	Milestone	Recommended Organizational Action
2025		
Sept. 30	CMS releases IPAY 2028 Guidance	Begin internal review and map priority therapeutic areas
Oct. 3	Final IPAY 2028 Guidance published	Assign internal point of contact and tracking lead
Late Fall	2025 CMS issues revised Information Collection Request (ICR)	Prepare preliminary data sources and patient story capture tools
Dec. 18	NHC webinar: Sharing Patient Experience & Unveiling Toolkit	Register and distribute materials internally
2026		
Jan. 22	NHC-CMS webinar on patient engagement process	Identify potential speakers and data contributors
Feb. 1	CMS publishes list of up to 15 drugs for negotiation	Activate rapid-response preparation for relevant drug areas
Feb. 28	Manufacturers sign participation agreements	N/A
Mar. 1	Deadline for public ICR submissions	Submit response or finalize coordinated submission via the NHC
Spring	CMS hosts listening sessions and roundtables	Nominate patient and provider speakers and prepare statements
Summer	NHC debrief to inform CMS feedback	Designate one participant
DATE TBD	Negotiation offer and counteroffer period	Track updates and maintain engagement readiness
Nov. 30	Final negotiated prices published	Document lessons learned and prepare for next cycle
2028		
Jan. 1	Negotiated prices take effect	Disseminate policy implications to community members

How NHC Members Can Engage

The NHC encourages member organizations to use two complementary pathways to ensure patient experiences and priorities shape IPAY 2028 outcomes:

- Submit written input through the Information Collection Request (ICR) using data, stories, and analysis that reflect your community's experience.
- Support and prepare patients, caregivers, and clinicians to participate in CMS listening sessions, roundtables, or town halls related to selected drugs.

Coordinated engagement across NHC members will help present a clear, consistent, patient-centered message to CMS while reflecting the diversity of conditions, communities, and experiences represented in our membership.

Condensed Checklist: Actions for Organizations

- Track IPAY 2028 timeline and assign an internal lead for this work.
- Register for the January 22 webinar and share with relevant staff.
- Map which of your community's therapies may be affected once CMS releases the drug list.
- Begin collecting and organizing patient experience data, stories, and survey findings.
- Decide how your organization will engage: ICR submission, listening sessions, or both.
- Coordinate with NHC and peer organizations to align key messages and avoid duplication.
- Document your engagement experience to inform the NHC's debrief and future negotiation cycles.



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Contact

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