

# Insights

## **The 340B Drug Pricing Playbook, with Brandon Shirley**

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Clients have asked Brandon Shirley about acquiring a health entity that would qualify for the 340B Drug Pricing Program because, as he explains, "it does enable substantial benefits if you can get into it." But the program is also complex. A healthcare Senior Associate at Krieg Devault, Brandon dissects 340B, which requires drug manufacturers to provide upfront discounts to eligible healthcare entities serving uninsured and low-income populations. With host George Lepeniotis, he clarifies who qualifies as a "covered entity," explains the disputes over patient eligibility definitions, and addresses the controversial manufacturer-proposed "rebate model".

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