

PRESS RELEASE

For immediate release

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Rural Healthcare Providers Take on Big PBM Giants: Mark Cuban Backs CCA Rx's Mission to Slash Prescription Costs

Grand Junction, CO, November 20, 2025 – In a major validation of the grassroots fight against pharmaceutical industry price gouging, **Mark Cuban's Cost Plus Drug Company has partnered with CCA Rx**, the pharmacy benefit manager (PBM) governed by rural healthcare providers through Community Care Alliance (CCA). This strategic alliance arms rural America with the same cost-saving weapons that Cuban has championed nationwide—and the results are already proving transformative.

"CCA Rx is a critical resource for Memorial Regional Health (and other self-funded employers) in managing prescription plan costs," said Kyle Miller, PharmD, Chief Operating Officer for Memorial Regional Health. "The timing is ideal as medication costs continue to rise and drive a larger percentage of expense to the overall health benefits plan. The CCA Rx offers complete transparency, autonomy and control of your prescription plan while returning 100% of earned rebates back to the employer. It's a game changer when compared to a traditional PBM model!"

David vs. Goliath: Rural Providers Refuse to Be Exploited

For decades, massive PBMs have held rural healthcare systems hostage with opaque pricing, hidden rebates, and costs that bear no relationship to actual drug prices. The CCA said enough is enough.

Formed in 2015 by Western Healthcare Alliance (WHA), a rural healthcare network serving some of Colorado's most underserved communities, the CCA has evolved from a population health initiative into a full-fledged rebellion against the PBM status quo. When these rural providers realized they were being financially bled dry by middlemen, they took the radical step of creating their own PBM: **CCA Rx**.

"We anticipate healthcare insurance prices to increase dramatically," said Angelina Salazar, CEO for WHA. "CCA Rx provides an avenue for self-funded employers to significantly reduce their prescription costs. We're not just talking about modest savings, we're seeing 34-49% savings compared to traditional PBM arrangements."

Mark Cuban's Endorsement: A Game-changer for Rural America

Mark Cuban's Cost Plus' mission is to expose the pharmaceutical industry's pricing scams and deliver drugs at transparent, fair prices, which aligns perfectly with CCA Rx's provider-led model. This partnership brings Cuban's revolutionary pricing directly to rural communities that have been exploited the longest.

The combination is impactful: CCA Rx's provider governance and flexibility meets Cost Plus Drug Company's radically transparent pricing. No games. No hidden fees. No inflated costs.

How CCA Rx Is Different — And Why It's Winning

- **100% Provider-controlled:** Governed by rural healthcare providers who actually understand patient needs, not Wall Street executives focused on quarterly profits.

- **Complete Transparency:** Every dollar is accounted for. No spread pricing. No hidden rebates kept by the PBM.
- **100% Rebate Pass-through:** Unlike traditional PBMs that pocket manufacturer rebates, CCA Rx returns every penny to plan sponsors.
- **Custom Formulary Management:** Through their Pharmaceutical and Therapeutics Committee, CCA Rx builds drug plans tailored to the actual needs of employees and families — not what's most profitable for the PBM.
- **Partnership with FairScript:** Advanced pharmacy technology without the corporate greed.

The Stakes: Self-funded Employers' Survival

With prescription drug costs spiraling and traditional PBMs offering zero transparency, self-funded employers, especially in rural areas, face an existential threat. CCA Rx offers a lifeline: real savings, real transparency, and real control.

The message to big PBMs is clear: **Rural providers won't be exploited anymore.**

About Community Care Alliance

Community Care Alliance (CCA) is a Clinically and Financially Integrated Network (CFIN) established in 2015 by members of Western Healthcare Alliance (WHA) to provide a population health infrastructure for rural hospitals and provider communities, meeting members wherever they are on the value-based care delivery spectrum. The CCA CFIN has multiple value-based payment arrangements and single-signature authority to facilitate value-based reimbursement while aligning clinical processes and care coordination to improve patient outcomes and reduce the total cost of care. For more information, visit wha1.org/cca.

About Western Healthcare Alliance

Western Healthcare Alliance (WHA) began in 1989 when a small group of rural Colorado hospitals decided that there was power in numbers. Today, WHA celebrates over 35 years of collaboration with healthcare members in Colorado, Utah, and Michigan. With a portfolio of member-owned and partner programs, WHA saves members money that helps them remain sustainable and viable in their communities. A subset of WHA members own Healthcare Management, a sister company of WHA, which provides revenue cycle solutions to healthcare entities. For more information visit wha1.org.

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