



PUBLISHED JUNE 10, 2025

Survey Reveals Rising Confidence in Specialty Pharmacy

ADVERTISEMENT

XiFin, Inc., a leader in revenue cycle management (RCM) and billing solutions enhanced with embedded artificial intelligence (AI), presented their **findings** from its inaugural Specialty Pharmacy survey at Asembia's AXS25 Specialty Pharmacy Summit.

The press release noted, "The survey finds an industry poised to step into a more significant role in addressing patient care needs, with a focus on managing chronic conditions that require increasingly complex medication regimens."

David Pope, chief pharmacy officer at XiFin, stated, "As the population continues to age and the burden of chronic conditions grows, the demand for specialty pharmacy services is rising rapidly, and pharmacists are poised to do even more for their patients."

Dr. Pope added, "However, XiFin's 2025 Specialty Pharmacy Transformation Outlook survey indicates that while pharmacy professionals are confident in their ability to meet these needs, they acknowledge continued technology and staffing challenges and that there is opportunity for improvement as many are still in the early stages of developing the RCM infrastructure to support long-term, sustainable growth."

The survey provided a cross-sectional assessment of the current specialty pharmacy landscape, including the timing and scope of service expansion and key challenges, opportunities, and obstacles that organizations identify and address.

The survey findings included the following:

Industry Optimism: Most respondents articulated confidence in the future of specialty pharmacy, motivated by expectations that pharmacists will play a greater role in tackling physician shortages and managing chronic conditions necessitating complex medication regimens.

Pharmacist Role Expansion: An estimated 77% of survey participants recognized the expanding role of pharmacists in bridging gaps in physician care as the primary growth opportunity, with two-thirds (68%) highlighting the increasing role of pharmacies as holistic health and wellness centers.

Revenue Growth: An estimated 38% of respondents who increased their clinical services and specialty pharmacy aid noted a moderate to substantial revenue growth.

Recent Expansion: The specialty pharmacy sector is expanding rapidly, seeing notable uptake and anticipated growth in immunosuppressive treatments, inflammatory therapies, and oncology-related drugs.

Near-Term Growth: In the upcoming 1 to 3 years, pharmacy professionals anticipate considerable growth in the specialty medication market, highlighting the demand for treatments related to hepatitis C, sleep disorders, infertility, and immune deficiencies.

Evolving Patient Care Services: Specialty pharmacies are expanding their services—53% propose to offer specialty diagnostic testing, 62% plan to support chronic care management in the next 3 years, and 52% will provide health and wellness consultations.

RCM Enhancements Required: The participants emphasized the necessity for advanced RCM functionalities to enhance medical billing and boost collection rates. This is particularly relevant as 39% of pharmacies are witnessing a transition from pharmacy benefit to medical benefit billing.

Major Reimbursement Challenges: The respondents identified difficulties in offering patients an upfront out-of-pocket expense estimate for clinical services as their primary issue, overshadowing the absence of a complete overview of reimbursement status.

Continued Industry Challenges: Ongoing issues such as drug shortages, complicated reimbursement processes, and workforce problems—spanning stress, burnout, low morale, and time limitations—continue to be significant concerns throughout the industry.

Sandra Greefkes, VP, product and partner marketing at XiFin, stated, “Respondents identified specific improvements needed to increase collection rates. In combination, they point to existing technology limitations and limited awareness of the types of technologies available, including rules/logic-based automation aligned with payor policy, AI, and analytics.”

Ms. Greefkes added, “Pharmacy organizations that harness the medical benefit billing pathway, incorporate purpose-built technology solutions like XiFin’s, and tap into partners with payor expertise will be better positioned to enhance patient access and capitalize on additional revenue opportunities.”

The content contained in this article is for informational purposes only. The content is not intended to be a substitute for professional advice. Reliance on any information provided in this article is solely at your own risk.

We recommend

Net Spending on Specialty Pharmaceuticals Surging
By staff, US Pharmacist, 2021

Pharmacists Weigh in on How Biosimilars Should Be Named

Retail Trade Quarterly analysis of activity in retail, wholesale and motor trade - full survey : second quarter



Stellenbosch University. Bureau For Economic Research, BER : Retail Survey : Full Survey, 2023