Hed: Pfizer and Bristol Myers Squibb Launch Direct-to-Patient Eliquis Option Through Eliquis 360 Support

Dek: The direct-to-patient payment option is a resource for Eliquis patients to lower out-of-pocket costs and increase accessibility.

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New payment option for patients described Eliquis.   
Patients will receive a discount up to 40% market price of Eliquis.   
New Payment option shows commitment to providing affordable and easily accessible healthcare.

Bristol Myers Squibb and Pfizer announced a new direct-to-patient payment option for blood thinner Eliquis. This new payment option will be accessible through the alliance’s website Eliquis 360 Support, which provides patients a better understanding of their prescription insurance coverage while also educating on ways to save on out-of-pocket costs.

This expands the opportunity for underinsured, uninsured, and self-pay patients to lower the direct cost of out-of-pocket prescriptions and increase accessibility to medications.

Bristol Myers Squibb and Pfizer elected to work together to drive education and awareness of deep vein thrombosis and pulmonary embolism, accompanied with long standing cardiovascular leadership and expertise on a global scale. The partnership provides patients, key decision makers, and healthcare professionals with the required information to understand cardiovascular conditions and potential risks of medications such as Eliquis.

**Benefits of Using Direct-to-Patient**

Starting September 8, 2025, patients in the U.S. prescribed Eliquis can begin purchasing directly from Eliquis 360 Support. Patients who elect to use this payment method will receive a discounted rate upwards of 40%. Shipments will be delivered directly to patients’ doorsteps, and shipment coverage expands across all 50 states, including Puerto Rico. Widespread coverage was critical in expanding accessibility of Eliquis and a driving force in the new direct-to-patient option.

Christopher Boerner, PhD., board chair and CEO of Bristol Myers Squibb, spoke on the influence to deliver direct-to-patient payment options, saying, “The BMS-Pfizer Alliance is committed to increasing patient access and affordability, which is why we are launching this direct-to-patient offering for Eliquis. Eliquis is the nation’s number one prescribed oral anticoagulant that provides important benefits to patients and the healthcare system. This program passes more savings directly to patients and demonstrates our continued focus on identifying innovative solutions that foster the best outcomes for each individual while prioritizing access to care.” **(1)**

**What is Eliquis?**

Eliquis, a prescribed blood thinner, treats blood clots in leg and lung veins, five days after initial coagulant treatments, and can reduce the risk of reoccurring clots. It can be prescribed in children from birth and older, yet is not recommend in children weighing less than 5.7 pounds (2.6 kg).

**What are the Side Effects?**

The most common side effects while taking Eliquis in adults was bleeding. Meanwhile children mostly reported headaches, vomiting, and heavy menstrual bleeding. Side effects of Eliquis can also include an increased risk of blood clots when stopping Eliquis, and increased risk of strokes. Additionally, Eliquis can cause severe bleeding. As a blood thinner, Eliquis reduces blood clotting leading to potential risk of severe blood loss.

Additional side effects may include:

* Discolored urine and stool
* Coughing or vomiting blood
* Unexpected pain, swelling, or aches
* Headaches, and dizziness
* Spinal or epidural blood clots

With 15 million Americans prescribed Eliquis since its initial launch, an estimated $3 billion in total healthcare savings have complied due to the medicine limiting hospitalizations and rehabilitation visits. This affirms both companies’ commitment to providing patients with the required care.

**Sources:**

Bristol Myers Squibb and Pfizer Announce Direct-to-Patient Eliquis® (apixaban) Option *Bristol Myers Squibb* July 17, 2025 <https://news.bms.com/news/details/2025/Bristol-Myers-Squibb-and-Pfizer-Announce-Direct-to-Patient-Eliquis-apixaban-Option/default.aspx>