

Wellcentra and LaborForce Media Partner to Help Plan Sponsors Address Rising Prescription Drug Costs

Partnership helps employers, unions, and benefit funds address rising prescription drug costs through education and market engagement.

NEW YORK, NY, UNITED STATES, July 29, 2026 /EINPresswire.com/ -- [LaborForce Media](#) and [Wellcentra](#) today announced a strategic education and market-engagement partnership designed to help self-funded companies, unions, health and welfare funds, benefit administrators, consultants, and other plan sponsors better understand—and more effectively respond to—the rising cost of prescription medications.



LaborForce Media is a labor-focused media and communications organization dedicated to connecting organizations with the union community through digital media, publications, events, podcasts, educational content, and leadership engagement initiatives.

The collaboration combines LaborForce Media's reach and trusted relationships across the labor and benefits community with Wellcentra's experience helping organizations evaluate prescription drug expenditures, identify avoidable cost pressure, and implement member-centered access solutions.

For many plan sponsors, pharmacy costs—particularly specialty and chronic-condition medications—represent one of the fastest-growing and least transparent areas of healthcare spending. The challenge is not simply finding a lower price. It is determining where meaningful savings are available, whether a solution is appropriate for a specific population, how each solution integrates with an existing benefit structure, and how members will be supported throughout the process.

A practical, partnership-based approach

Through educational content, leadership discussions, case-based insights, and direct engagement with benefit stakeholders, the partnership will help organizations explore questions

such as:

- Which medications and cost categories are creating the greatest pressure on the plan?
- Where can greater pricing transparency reveal actionable savings opportunities?
- How can alternative access strategies complement an existing pharmacy benefit rather than disrupt it?
- What clinical, regulatory, logistical, and member-support safeguards should be evaluated before implementation?

“Our role is to work alongside self-funded employers, unions, funds, and their advisors to identify where prescription costs may be reduced responsibly and then help translate that opportunity into a workable member experience,” Trokel added. “LaborForce Media is an important partner because it understands how to bring practical, relevant information to the leaders responsible for protecting both member benefits and long-term plan sustainability.”

“Union members and their families deserve benefits that are understandable, affordable, and built around real life,” said Kerri O’Brien, CEO of LaborForce Media. “Prescription drug costs place pressure on both working families and the funds that serve them. By working with Wellcentra, we can help bring decision-makers useful education and informed perspectives on medication access, cost transparency, and responsible plan management.”

“

Benefit leaders do not need another broad promise—they need clear information, credible analysis, and solutions that can be evaluated against the realities of their plan and their members.”

Emil Trokel, Co-Founder and CEO, Wellcentra

What the partnership will address

- Pharmacy-spend visibility ----- Understanding high-cost drugs, specialty trends, and potential cost drivers
- Opportunity assessment ----- Evaluating where targeted

Wellcentra

Wellcentra partners with self-funded employers, unions, benefit funds, and other healthcare purchasers seeking practical ways to reduce prescription drug costs while maintaining a guided, member-centered experience.

The partnership is built around a simple objective: give benefit decision-makers clearer information, practical options, and an experienced partner as they evaluate how to reduce prescription drug costs without placing additional burden on members.

strategies may produce near-term, measurable impact

- Member access and support ----- Reducing friction through coordinated, guided service and clear communication
- Responsible implementation ----- Considering clinical, regulatory, fulfillment, and continuity-of-care requirements

The organizations will also examine how plan sponsors can establish meaningful baselines, define success measures, and review results over time. This emphasis on measurement is intended to help leaders distinguish projected savings from savings that are actually realized.

Supporting near-term action and long-term sustainability

Healthcare cost reduction is often discussed as a long-range objective. Yet prescription-drug data may reveal focused opportunities that can be reviewed and acted upon in the near term.

Wellcentra's consultative process is designed to begin with an organization's current challenges, identify priority areas, and help determine whether a targeted solution can deliver timely value. At the same time, the partnership recognizes that immediate cost relief must support—not undermine—long-term plan performance. Any strategy should be considered within the broader context of member trust, medication adherence, continuity of care, plan governance, and the organization's existing benefit ecosystem.

LaborForce Media and Wellcentra will use their respective platforms and expertise to make these conversations more accessible to trustees, executives, benefits professionals, advisors, and member-facing teams. Planned initiatives may include educational articles, roundtables, interviews, webinars, conference participation, and other forums that enable leaders to explore practical approaches and ask informed questions.

About LaborForce Media

LaborForce Media is a labor-focused media and communications organization dedicated to connecting organizations with the union community through digital media, publications, events, podcasts, educational content, and leadership engagement initiatives. LaborForce Media works with organizations that support working families and share a commitment to strengthening the labor movement. For more information, visit www.laborforcemediacom.com

[About Wellcentra](#)

Wellcentra partners with self-funded employers, unions, benefit funds, and other healthcare purchasers seeking practical ways to reduce prescription drug costs while maintaining a guided, member-centered experience. Its approach emphasizes cost transparency, targeted opportunity assessment, responsible medication access, and measurable results. Wellcentra works alongside benefit leaders and their advisors to evaluate solutions that fit the organization's population, priorities, and existing plan structure. For more information, visit www.wellcentra.com

Media contacts

LaborForce Media
Kerri O'Brien, CEO
kerri@laborforcemedia.com

Wellcentra
Emil Trokel, Co-Founder and CEO
Emil@wellcentra.com
646-256-7800

Kerri OBrien
LaborForce Media
[email us here](#)

Visit us on social media:

[LinkedIn](#)
[Instagram](#)
[Facebook](#)
[YouTube](#)
[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/929792470>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.