



Around the world of US healthcare in 360 words or less



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Editor's note

[This series](#) is produced by KPMG Healthcare and is intended to be short and succinct, less than 360 words, to provide a weekly digestible bite of healthcare regulatory, policy, and industry news relevant to our clients. Links are provided to source material (proposed and final regulations, agency guidance and press releases, reports, research, etc.) when available. Please share this email with colleagues and other interested individuals, and encourage them to [subscribe to our mailing list here](#).

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Healthcare regulatory news

President Trump signed a [memorandum](#) directing HHS and FDA to require drug companies to disclose more information in their ads and enforce rules against misleading ads to increase transparency for patients. The administration will also [increase oversight](#) of pharmaceutical ads across TV and social media with plans to send hundreds of enforcement letters to companies violating transparency laws.

Preliminary CMS [guidance](#) imposes new limits on state-directed payments (SDPs) in Medicaid managed care, as required by the [One Big Beautiful Bill Act](#) (H.R. 1). The guidance includes a temporary grandfathering period for certain SDPs approved before July 4, 2025, requiring states to revise non-compliant payment plans by January 1, 2028. The agency [noted](#) that it opted to issue guidance now pending a final rule, allowing states additional time to meet the statutory requirements.

CMS [updated](#) the timeline for issuers of Qualified Health Plans (QHPs) to revise 2026 plan designs in response to a federal court [stay](#) on key provisions of the [Marketplace Integrity and Affordability Rule](#), requiring plan design changes by early October unless courts allow HHS to enforce the original provisions by September 19. If the court permits enforcement, CMS will revert to initial filings; otherwise, issuers must comply with the court-ordered actuarial value ranges for certification.



Healthcare law and policy news

The MAHA Commission [released](#) the "Make Our Children Healthy Again" strategy, which proposes over 100 actions addressing childhood chronic disease by targeting poor nutrition, physical inactivity, and chronic stress. Critics [argue](#), however, the report lacks actionable specifics and contains contradictions with other administration policies.

A new [MedPAC report](#) found no significant link between increasing MA enrollment and lower hospital profit margins, with a 10-percentage point rise in MA penetration associated with a small drop in both hospital revenues and costs but no change in profitability. The finding refutes [concerns](#) about rising MA penetration causing financial harm to hospitals, including critical access and integrated systems.

House appropriators have [included](#) \$1.1B in funding for the Biomedical Advanced Research and Development Authority (BARDA) in their 2026 spending bill, including explicit funding for mRNA vaccine research despite HHS Secretary Robert F. Kennedy Jr.'s [efforts](#) to terminate nearly \$500M in mRNA grants.



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