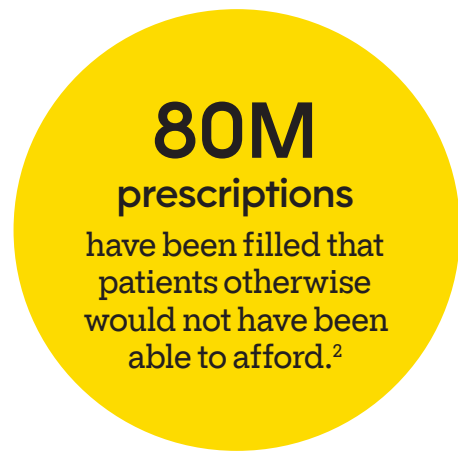


# The GoodRx Effect

## How GoodRx is Changing the Economics of Healthcare

For many Americans, prescription drugs—and healthcare in general—have become increasingly unaffordable. Since 2011, GoodRx has been working to help reduce these costs for consumers, saving Americans over \$40 billion on their medications using prices found on our platform.<sup>1</sup>

Here, we'll look at the effect that has had on healthcare and on the lives of everyday Americans — what we like to call “The GoodRx Effect.”

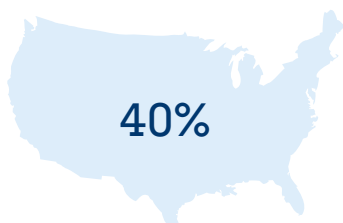


## Our Four Main Impacts

### CHALLENGE

### IMPACT

#### 1 Helping Americans, with or without insurance, save money on their prescriptions

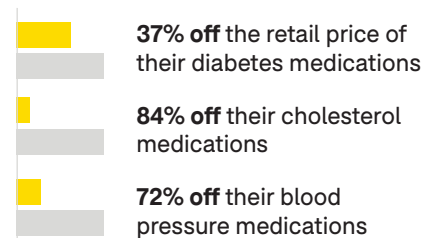


40% of Americans struggle to afford their prescriptions.<sup>3</sup>

Even patients with employer coverage are affected. Around half of private-sector employees are enrolled in a high-deductible health plan, which means they have to pay the full price of their prescriptions until they reach their deductible.

In 2021, GoodRx users saved 81% on prescription retail prices.

In 2020, they paid less than the average commercial insurance copay over half the time, including:

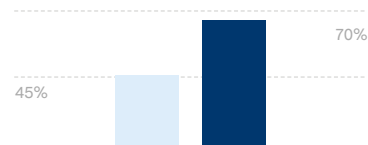


#### 2 Improving medication adherence



In 2021, 3 in 10 Americans did not take their medications as prescribed to save money.<sup>4</sup>

The high cost of prescription drugs leads patients to skipping doses or not taking their medication altogether, which can lead to adverse health outcomes.



GoodRx discounts have improved adherence from 45% to nearly 70% with the most commonly purchased medications.<sup>5</sup>

By reducing prescription costs, GoodRx discounts help Americans stay on the medications their providers prescribe.

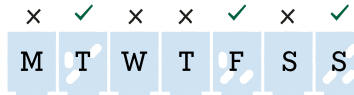
<sup>1</sup>Q1 Earnings Report 2022

<sup>2</sup>The GoodRx Effect, 2021

<sup>3</sup>Americans' challenges with health care costs. Kaiser Family Foundation. <https://www.kff.org/health-costs/issue-brief/americans-challenges-with-health-care-costs>. Accessed August 12, 2022.

<sup>4,5</sup>The GoodRx Effect, 2021

### 3 Improving health outcomes



Every year up to 69% of medication-related hospital admissions are caused by poor adherence.

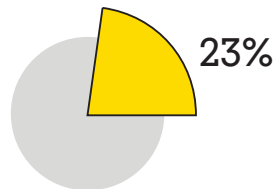
Despite this, patients with chronic conditions adhere to their medications about 50% to 60% of the time.<sup>6</sup>



GoodRx has helped save the healthcare system \$60 million in avoidable hospitalization costs.

Our research team estimated that among statin users alone, better adherence due to lower out-of-pocket costs with GoodRx has led to at least 1,000 fewer hospitalizations and 490 fewer deaths due to heart attack or stroke.<sup>7</sup>

### 4 Freeing up funds for other necessities



23% of Americans struggle to afford basic necessities like food or housing.<sup>8</sup>

In 2020, the Center on Budget and Policy Priorities reported that Black and Latino households were significantly more likely to experience food insecurity. They also reported that 1 in 4 households with children were not caught up on rent.<sup>9</sup>



GoodRx found that prescription drug card use was higher among those who struggled to afford basic necessities.

By using GoodRx, Americans can free up money for other things. For example, one study estimated that it costs \$45 extra each month to eat healthy. With savings averaging \$60 per prescription using GoodRx, patients can spend their savings on eating healthy to improve their health, and in some cases, might reduce their need for medication.<sup>10</sup>

## Key Takeaways

- Since our founding in 2011, GoodRx has saved people over \$40 billion on the retail cost of their prescriptions.
- In 2021, GoodRx users saved 81% on prescription retail prices. And in 2020, GoodRx users paid less than the average commercial insurance copay over half the time.
- By saving people money on their prescriptions, GoodRx helps people stay on their medications, improving healthcare outcomes.



Read the full GoodRx Effect white paper.

<sup>6</sup>Bosworth HB, Granger BB, Mendys P, et al. Medication adherence: a call for action. Am Heart J. 2011;162(3):412-424. doi:10.1016/j.ahj.2011.06.007

<sup>7</sup>The GoodRx Effect, 2021

<sup>8</sup>Survey: medication costs force Americans to dip into savings and cut back on basic necessities. GoodRx. <https://www.goodrx.com/healthcare-access/research/medication-debt-survey-2021>. Accessed August 12, 2022.

<sup>9</sup>New data: millions struggling to eat and pay rent. Center of Budget and Policy Priorities. <https://www.cbpp.org/research/poverty-and-inequality/new-data-millions-struggling-to-eat-and-pay-rent>. Accessed August 12, 2022.

<sup>10</sup>The GoodRx Effect, 2021