# GoodRx increased fills and drove significant incremental revenue for the brand



### Engaged highly qualified patients at pivotal decision making moments

Client was looking to drive new patient starts, as well as increase retention and adherence in a crowded market with an established, multi-indication brand.

### GoodRx drove \$15.1M in incremental revenue for the brand

In a 1:1 Test vs Control study, GoodRx garnered a **286% lift** in new-to-brand prescriptions (NBRx), resulting in **~25K incremental Rx's**.



# 65% competitive conversion

New patient starts converting from a competitive therapy

**Good**Rx



## 37 days sooner

GoodRx patients converted to therapy sooner vs control

# **9% incremental retention**

GoodRx patients were more adherent vs control

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