

A REAL MARKETPLACE: COMPARE, THEN CHOOSE.

Nearly every item purchased in America, from ketchup to lawn mowers to cars involves comparison shopping. Options, prices, features and benefits are known before a choice is made. After that, consumers search for the best place to buy the product or service. That's a real marketplace.

Suppose that sort of marketplace was available for prescription drugs? What if employees and doctors could learn about similar treatment options from different pharmaceutical companies, discover the price for each option, and get competition from pharmacies for prescription fulfillment? Patients and doctors would decide on the best therapy at the best price after comparing available options.

That marketplace is here. It's at www.BidRx.com. Your employees use the BidRx marketplace to make informed decisions about their health care. Best medicines, best services, best prices.

Middlemen (benefit managers) are no longer necessary. Use the power of the BidRx marketplace to get competition directly from pharmaceutical companies and pharmacies.

WHAT ELSE SHOULD I KNOW?

BidRx[®] is a real functional marketplace like that for nearly every other product or service.

Finally, open, transparent choice has come to health care – right down at the treatment level where it can influence value and cost.

All you need is a benefit design where employees make the right choices after considering available options and learning about cost consequences. Adopt a benefit that uses the power of BidRx[®]; consider CDH (Consumer Directed Healthplans), co-insurance, TMAX (Therapeutic Maximum), or one of the many other options available in the new marketplace.

Selecting benefit administrators (PBM, TPA, etc.) based on the size of the benefit administrator rebates continues high drug costs because only expensive drugs are rebated. Don't pay \$100 dollars to get a \$20 rebate; you're better off paying \$22 with no rebate.

Let the Power of BidRx[®] work for your business and your employees -- today and every day!



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Employer Power over Prescription Benefit Costs!



www.BidRx.com
(patent-pending)

**Decrease drug benefit costs
by allowing employees to
comparison shop before
they buy. Show employees
the consequences of their
decisions before they
choose.**

COMPARISON SHOP FOR THE BEST MEDICATION, THEN BEST PHARMACY

If a doctor is going to select treatment for heart burn or acid reflux, both doctor and patient should learn about similar drug products, including prices, so the best medicine can be prescribed at the best price. Notice the difference in cost from the table below? A doctor could prescribe Aciphex, which would cost a maximum of \$139 or Prilosec OTC, which would cost a maximum of \$22. The price differences are real and dramatic; employees and doctors need this information to start or change therapy.

Table of Similar Drug Products for Aciphex

Drug	Qty	Max Cost	Coupon	Max U-Pay
PrilosecOTC 20mg	30	\$22	\$0	\$22
Omeprazole 20mg	30	\$64	\$0	\$64
Prevacid 15mg	30	\$95	\$0	\$95
Protonix 20mg	30	\$112	\$0	\$112
Nexium 20mg	30	\$139	\$25	\$114
Aciphex 20mg	30	\$139	\$0	\$139

NEW BENEFIT DESIGNS YIELD HUGE SAVINGS

The power of BidRx simplifies benefit designs. Throw away formularies, tiers, generic & brand copayments, and other management tools and replace them with dollars and cents – something all employees and all providers understand.

TMAX (Therapeutic Maximum) lets you choose your maximum contribution for a class of drugs. You can pay 100% of the lowest cost drug giving employees a striking new benefit – a free prescription. Employees pay the difference if more costly options are purchased. A failed therapy option is available.

TMAX for Drugs for Heartburn or Acid Reflux

Drug	Qty	Max Cost	Employer Pays	Max Empl Co-Pay
PrilosecOTC 20mg	30	\$22	\$22	\$0
Omeprazole 20mg	30	\$64	\$22	\$42
Prevacid 15mg	30	\$95	\$22	\$73
Protonix 20mg	30	\$112	\$22	\$90
Nexium 20mg	30	\$114	\$22	\$92
Aciphex 20mg	30	\$139	\$22	\$117

Savings from BidRx® TMAX:

Current Average Rx cost for this class = \$100
 Maximum Rx payment for this class (see TMAX table) = \$22
 Minimum Savings from TMAX design = \$78/Rx
 Net cost of Rx to employer is \$9.13 at Pharmacy
Net cost of total prescription benefit can be reduced by 50% or more

PHARMACY OPTIONS

With BidRx®, local pharmacies or pharmacies across the U.S. bid for filling prescriptions. Employees compare options before choosing the best pharmacy. If a local pharmacy isn't bidding they should be told about BidRx® so they can be compared, too.

Table of Bids from Pharmacies

Pharmacy	Price	Service	Phmcy Coupon	U-Pay
Ken's Website Map-It	\$18.13	Delivery \$1	\$10	\$9.13
Jim's Website Map-It	\$19.29	Drive Up Window	\$0	\$19.29
Jen's Website Map-It	\$20.17	24 Hour Service	\$0	\$20.17
Andy's Website Map-It	\$21.99	24 Hour Service	\$0	\$21.99
Nancy's Website Map-It	\$22.00	Drive Up Window	\$0	\$22.00