

## RELEVANT INFORMATION

Ever have patients ask about drugs that are similar to the prescription they take and if any would be less expensive? How many times have you been asked about prescription costs or plainly told that costs are too high? Pharmacists and doctors don't usually have the information to answer patients' questions about product selection and cost.

Those days are over. BidRx<sup>sm</sup> is here to answer the tough questions directly for consumers or through pharmacists and prescribers. Answers can be found on [www.BidRx.com](http://www.BidRx.com).

You have an opportunity to be a better patient advocate by assisting consumers with BidRx – and you can charge for the service.

It's your choice.

## PROBLEMS DISAPPEAR

- No claims adjudication
- No rejects
- No formularies or PAs
- No price spread
- No calls about drug coverage

BidRx<sup>sm</sup> is a web-based, competitive, electronic marketplace (CEM<sup>tm</sup>) for all 4.5 billion prescriptions filled in the U.S. annually. Pharmacies get access to consumers in their local area and to consumers across the whole country if enrolled as a mail order pharmacy. Don't miss a chance to market your pharmacy to current and/or potential customers – all of them – when they are looking for the pharmacy that fits their needs best.

Let the Power of BidRx<sup>sm</sup> work for you today and every day!

Contact us at:

[PharmacyServices@BidRx.com](mailto:PharmacyServices@BidRx.com).

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# The New Marketplace for Prescriptions



[www.BidRx.com](http://www.BidRx.com)  
(patent-pending)



Ever wonder why you don't have access to all prescriptions in your area? We couldn't find a good answer so we built the first model for an open marketplace where your pharmacy, your products, your services, your prices are shown to consumers whenever they need a prescription. It's called BidRx<sup>sm</sup>.

## HOW DO YOU GET ACCESS TO CONSUMERS?

Imagine that consumers learn about your pharmacy, services, location, and prices....

Imagine that you are presented as a pharmacy option for consumers in your area who need a pharmacy.....

Imagine that you set your own final prices...

Imagine that you identify the services you provide and set prices.....

Imagine that you can be a mail order pharmacy, too, and be an option for consumers across the entire U.S...

**Employers** love the concept of choices for products and services.

It's the world they live in every day and they understand it.

BidRx<sup>sm</sup> is a real, functional marketplace like those for nearly every other product or service in the U.S.

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

Employers are excited about using BidRx<sup>sm</sup>.

Join now and be active as local or national employers implement BidRx<sup>sm</sup>.

## WHY ENROLL NOW?

Help consumers choose the most cost-effective therapy; they will return that with loyalty to your pharmacy.

Help prescribers learn about BidRx<sup>sm</sup>; collaborative prescribing agreements are a logical next step.

Offer services that differentiate you from other pharmacies and get new customers.

Improve your inventory management & cut your overhead.

Be a leader in helping your customers.

Get a head start in BidRx<sup>sm</sup> and capture market share.

## WHAT DOES IT COST?

No cost to enroll.

Pharmacies pay a fee to market their products and services on BidRx<sup>sm</sup>, but pay only when marketing is successful.

No hidden costs to join or participate.

Discounts you give pass directly through to consumers.

Marketing on BidRx<sup>sm</sup> can augment or replace your advertisements or marketing on radio, TV, newspapers, or flyers.

That's the power of BidRx<sup>sm</sup>. Use it.

Contact [PharmacyServices@BidRx.com](mailto:PharmacyServices@BidRx.com) for enrollment information.

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