

## NEW KNOWLEDGE

Ever have patients ask questions about their prescription costs? Questions like:

- How much will this drug cost me?
- Is there a different drug, cheaper but just as effective, you can prescribe?
- What pharmacies have the services I need and the best prices?

BidRx<sup>sm</sup> is here to answer many of these questions directly – for you and your patients. Go to [www.BidRx.com](http://www.BidRx.com). It's available now.

You can be a better patient advocate by assisting your patients with BidRx<sup>sm</sup> – and by choosing the most cost-effective therapies for them.

## NEW EFFICIENCIES

- No surprises about drug costs
- No calls about drug coverage
- No formularies to consider
- No Prior Authorization calls
- No cost for electronic prescription orders
- Prescription prices & pharmacy services are known
- Patients grant access to their drug records

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. Prescribers get access to all drug products from all pharmaceutical companies; get a list of similar products; get information on therapeutics & safety; get samples; get special offers from pharmaceutical companies for your patients; get price comparisons specific to patients' benefit plans when their employers are enrolled in BidRx<sup>sm</sup>; and still make the final decisions. Don't miss a chance to choose the most cost-effective therapy for your patients.

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

Contact us at:

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

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# Get Control over Prescription Choices and Costs



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

Get complete patient specific information at the point of decision. When drug companies compete, your patient saves. When pharmacies compete, your patient saves again. Be a patient advocate.

## BIDRX<sup>SM</sup> GETS SAVINGS THROUGH COMPETITION!

If you are going to treat your patient for heartburn or acid reflux, you 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? You could prescribe Aciphex, which would cost your patient a maximum of \$139, or Prilosec OTC, which would cost a maximum of \$22. The price differences are real and dramatic; you 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

### Samples Available

PrilosecOTC 20mg	30	N/A	N/A	\$0
Nexium 20mg	30	N/A	N/A	\$0

## PHARMACIES COMPETE TO FILL RXs

Pharmacies want business. Neighborhood pharmacies & mail order pharmacies are competing now to fill prescriptions and more are joining the BidRx<sup>SM</sup> marketplace.

With BidRx<sup>SM</sup>, patients get bids from pharmacies in their local area or across the U.S. when mail order is included. Patients choose the best pharmacy. If a local pharmacy isn't bidding, tell them about BidRx<sup>SM</sup> so they can compete, too.

### Table of Bids from Pharmacies

Pharmacy	Price	Service	Service Cost	U-Pay
Ken's <a href="#">Website</a> <a href="#">Map-It</a>	\$18.13	Delivery	\$0	\$18.13
Jim's <a href="#">Website</a> <a href="#">Map-It</a>	\$19.29	DriveUp Window	\$0	\$19.29
Jen's <a href="#">Website</a> <a href="#">Map-It</a>	\$20.17	24 Hour Service	\$0	\$20.17
Andy's <a href="#">Website</a> <a href="#">Map-It</a>	\$21.99	24 Hour Service	\$0	\$21.99
Nancy's <a href="#">Website</a> <a href="#">Map-It</a>	\$22.00	DriveUp Window, 24 Hour Service	\$0	\$22.00

### Savings from using BidRx<sup>SM</sup>:

1st. Aciphex to Prilosec OTC: \$139 - \$22 = \$117;  
2nd. Prilosec OTC @Ken's: \$22 - \$18.13 = \$ 3.87;

**Total Savings: \$117 + \$3.87 = \$120.87**

## WHY REGISTER ON BIDRX<sup>SM</sup>?

Your patients have direct access to all the same information at [www.BidRx.com](http://www.BidRx.com).

Choose the most cost-effective therapy, and let BidRx<sup>SM</sup> send your prescription order to the pharmacy selected by your patient. Help patients learn about BidRx<sup>SM</sup> so both of you can use it to find the most cost-effective medicines and the best pharmacy. Market your use of BidRx<sup>SM</sup> for patients and differentiate yourself from other physicians. Order prescription samples through the BidRx<sup>SM</sup> marketplace. Help your patients get the best drugs & best services at the best prices.

## WHAT DOES IT COST?

Discounts given by pharmaceutical companies and pharmacies pass directly through to patients and payers.

It's available for you and your patients now.

Register online at [www.BidRx.com](http://www.BidRx.com) or contact [PrescriberServices@BidRx.com](mailto:PrescriberServices@BidRx.com) for more information.