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BidRx.com Marketplace

Medicare Part D subscribers should use BidRx.com

Medicare Part D subscribers often don't get enough information from their plans to make wise purchasing decisions; they should use a free service at www.bidrx.com to shop and compare before they buy.

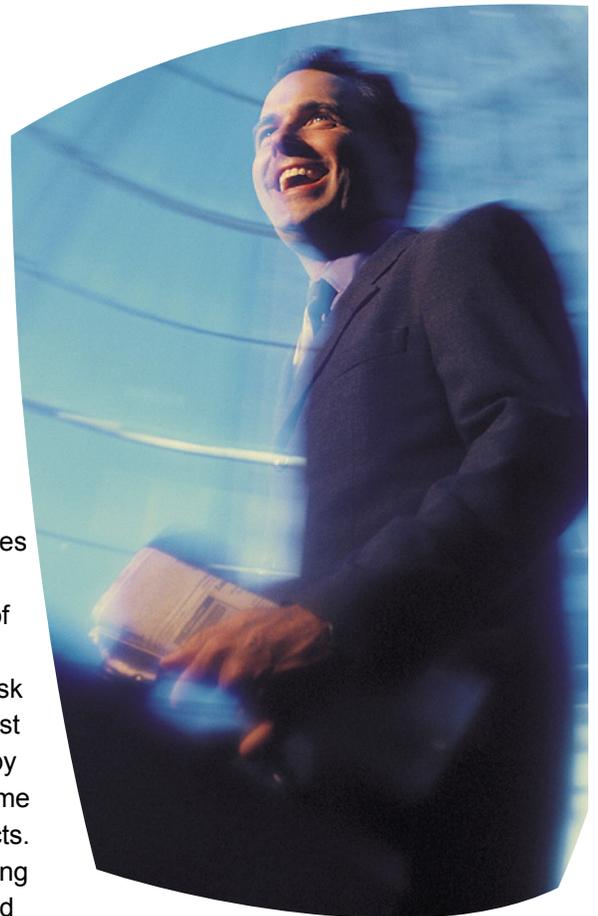
Helping Seniors stay out of the Donut Hole

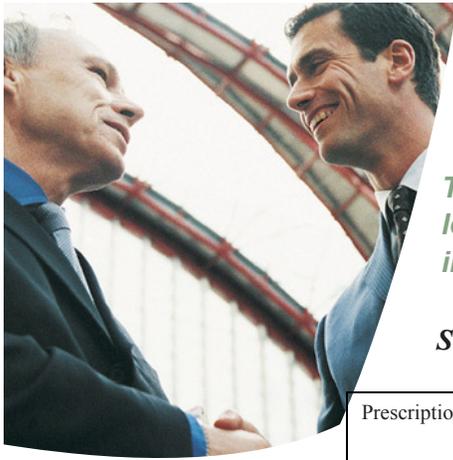
That's where a one-year-old internet service, www.BidRx.com, steps in to help Medicare Part D beneficiaries. A free service for consumers, BidRx.com shows the two most important ways to cut costs on prescriptions. First, learn about similar prescription products that may be just as effective for treatment but at much lower cost. Second, get competitive bids from pharmacies across the U.S. and compare those bids to the plan's charges.

For the treatment of high cholesterol, many prescriptions are for Lipitor®, Crestor® or Vytorin® and these drugs, while effective for lowering cholesterol, can cost a

hundred dollars or more for a one month supply. Effective alternatives are lovastatin, pravastatin, and simvastatin which only cost tens of dollars for a one month supply. Most, if not all consumers could ask their doctors to prescribe a low cost product first and only if that therapy fails to produce the desired outcome change to more expensive products. BidRx.com is the source for learning about these options, each adjusted to approximate the potency of the original prescription, and priced so comparisons can be made easily by both consumers and prescribers (see Table). Consumer Reports (www.CRBESTBUYDRUGS.org) presents an excellent summary of

alternative prescription products but is inadequate in their price comparisons. Still, Consumer Reports can be used effectively as supporting documentation for the head-to-head, transparent, instantaneous, prescription marketplace available at www.BidRx.com.





Getting the most from BidRx.com

Two opportunities for drug savings: 1) similar, lower cost prescriptions, and 2) on-line, instant bids from competing pharmacies

Similar prescriptions for lowering Cholesterol

Prescription	Lipitor® 20mg #30	Crestor® 5mg #30	Vytorin® 10/20 #30	Simvastatin 80mg #30	Pravastatin 80mg #30
Consumer Reports.org	\$133	n/a	\$112	\$140	n/a
BidRx.com participating pharmacy	\$109.87	\$88.73	\$87.96	\$6.25	\$74.17

Pharmacy prices for prescriptions can vary widely

Prescription	BidRx.com participating pharmacy	Costco.com	CVS.com	Drugstore.com
Simvastatin 20mg	\$8.71/90	\$11.46/100	\$50.59/30	\$73.97/90
Omeprazole 20mg	\$43.37/90	\$43.89/90	\$62.99/30	\$63.97/90

Also consider two examples of costs for the same prescription from different pharmacies. A survey of popular websites on January 16, 2008, for two popular generic prescription products, omeprazole and simvastatin, shows a wide variation in price.

Shop & compare, then buy!

Pharmaceutical Companies and Pharmacies compete for your business only at www.BidRx.com

SMARTER CONSUMERS:
Information & Competition



BidRx®, LLC, based in Oshkosh, WI, connects consumers and prescribers with pharmaceutical companies, pharmacies and benefit sponsors and empowers them to make better, more cost-effective prescription and service purchasing decisions. Go to www.BidRx.com for more information.



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