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○ ISSUE 2 | ○ VOLUME 2 | ○ 2008

# BidRx.com Marketplace

## BidRx.com Is a Disruptive Technology

***BidRx.com changes the way prescription drugs are marketed, sold and purchased in the U.S.***

*An Exciting model that changes a whole industry*

Yes, BidRx.com is disruptive technology... and that's great news! Consumers and Employers save money on their prescriptions by using BidRx.com.

BidRx.com is the first true marketplace for healthcare products and services that enables consumers to stretch their hard-earned dollars and get the most value from their purchases. Did you realize that BidRx.com totally changes how prescription drugs and pharmacy services are offered and purchased?

When applied to healthcare, the BidRx.com competitive model is so new and exciting that a whole industry is changing! Insurers, pharmacies, pharmaceutical companies, employers, benefit

sponsors and consumers modify their approach to prescription marketing, sales and purchases. And that takes time! But consumers and employers can take advantage of BidRx® immediately.

BidRx.com changes an industry that is inefficient, unfathomable to most lay people, costly and with unsustainable and unnecessary cost increases year over year. As challenging as it is to change, BidRx.com is the right service at the right time for the right reason.

BidRx.com is leading the rebirth of an industry that currently consumes 16% of our gross domestic product (GDP) and unchecked could rise to 20% or more in a few years. Savings of 2% of GDP is reachable through BidRx®. That's disruptive - and laudable!



BidRx.com works for individual consumers that have or don't have health insurance and want to learn about lower cost prescriptions and/or comparison shop for the right pharmacy. Those with insurance can compare the full purchase price through BidRx.com to their insurance co-pay.



## Get the most for your money

*Two opportunities for drug savings:*

- 1) similar, lower cost prescriptions, and*
- 2) instant bids from competing pharmacies*

In many ways, individual consumers get great value from BidRx.com because savings of 50% or more on Rx (prescription) costs is common. Consumers that have limited computer skills can contact BidRx® staff members via email and get assistance in navigating through the process. It's free for consumers – that's value!

BidRx.com also works for employers, government agencies, unions and other benefit sponsors. All can use BidRx.com side by side with their current benefit, as an as an option to their PBM, or as a replacement for their PBM.

**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](http://www.BidRx.com) for more information.

Pharmaceutical Companies and Pharmacies compete for your business only at [www.BidRx.com](http://www.BidRx.com)



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