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○ ISSUE 3 | ○ VOLUME 2 | ○ 2008

BidRx.com Marketplace

Healthy Competition For Prescriptions

BidRx® is a marketplace for prescriptions where head-to-head competition from pharmaceutical companies and pharmacies delivers real savings for employers.

Use BidRx® to Lower Drug Benefit Costs

The current way we purchase prescriptions is fueling unsustainable increases in costs. We get a prescription from the doctor and take it to the pharmacy. We know enough to ask for a generic, but that's all, and whether a generic or brand is dispensed, we pay the co-pay and someone else (employer, government, insurer) pays the rest. Every year costs rise and, at the same time, we see profits increase for pharmaceutical companies, pharmacy chains, health insurers and pharmaceutical benefit managers (PBMs). We know there's a connection because our costs are their revenues.

It's apparent that the current way we purchase prescriptions doesn't work to control costs but it works well for pharmacy industry profits. We need

a new way to purchase prescriptions and a new way to offer drug benefits that reduce costs.

www.BidRx.com was created to change prescription purchasing, offer improved employee drug benefits and save money. We advance the idea that employees should consider value and share costs when they buy health care products and services. But they need motivation, information, and the right tools to become good consumers.

We built BidRx.com so it mimics the way we buy other goods and services. It's a marketplace where drug options and prices are shown so doctors can prescribe better. It's a marketplace where pharmacy options and prices are shown so employees can choose the best pharmacy. It's a marketplace that's ready for employers to use for



prescription benefits. Let staff from BidRx® demonstrate the new marketplace for savings on prescriptions and new benefit options that motivate employees.

Go to www.BidRx.com, click on "How it works" and learn to use the new marketplace for prescriptions. It's easy. All you need is a computer, an internet browser & connection to the Internet.



Get the most from your benefit dollars

Three opportunities for drug savings:

- 1) similar, lower cost prescriptions,*
- 2) instant bids from competing pharmacies, and*
- 3) benefit designs that motivate.*

BidRx® replaces an antiquated purchasing paradigm that contributes to unsustainable increases in drug costs. At the core of BidRx® is a competitive marketplace where employees and their doctors shop and compare prescription products and pharmacies before they buy. Some call it the eBay® for prescriptions; others compare it to Travelocity®, Orbitz® or Expedia®. BidRx.com is a unique solution for prescription benefits made possible because employees are increasingly comfortable using the internet to shop, compare, and buy. We provide the purchasing tool they need. You can add motivation.

New prescription benefit design options can change employee behavior and save money. Motivated employees access our open, transparent, competitive marketplace for prescriptions, get information on benefit coverage, and make responsible purchasing decisions. For the first time ever, health care providers compete to provide products and services – but it happens only at www.BidRx.com. Click on “Benefit Sponsors” & “Apply.”

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



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**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.