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BidRx.com Marketplace

BidRx® does for local pharmacies what eBay® does for retailers

Local retailers often sell more through the Internet than the front door and BidRx.com does the same for local pharmacies.

Independent pharmacies get new business

Independent pharmacies that long have been struggling to stay in business continue to lose market share to large chain & mail order pharmacies. Independent pharmacies currently fill about ¼ of all prescriptions but have about 33% of all stores. They are smaller in size, have fewer employees, have less revenue and often close when the current pharmacist-owner retires.

Over the past two decades, the battle for prescriptions has been won by large chains. They won the battle of convenience: a store on every major intersection, close to other major shopping outlets, lots of other merchandise, and stores open 24 hours. They did not win because

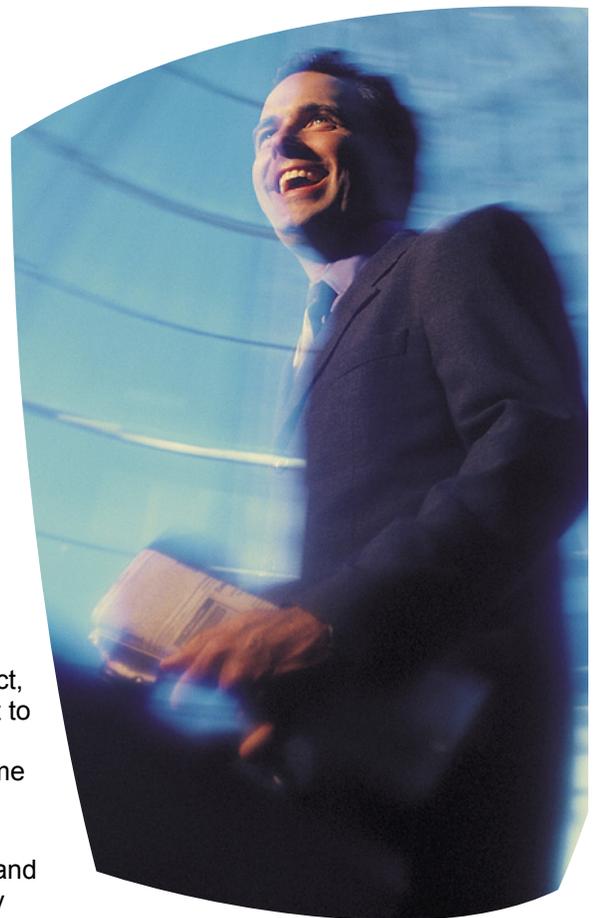
of low prices or customer service. Chains know that consumers don't have an efficient way to shop and compare prices and services; in fact, they know that price is not relevant to consumers that have prescription insurance and are charged the same co-payment at every pharmacy.

But the day has come when price and service are relevant because many employers, insurers and the government are changing benefit designs. Consider Medicare Part D or Consumer Directed Health plans (CDH) with Health Savings Accounts (HSAs) where members are responsible for all or a substantial portion of prescription costs.

These consumers are shopping for

prescription value; they want to research prescription options and compare prices and services before they buy.

But where do consumers go to shop and compare? Their best option is www.BidRx.com. However, consumers won't see your pharmacy as an option unless you become a BidRx® partner.





Grow your business through BidRx.com

Two opportunities for more Rx's:

- 1) market to all state residents and/or*
- 2) become a mail order pharmacy for residents of other states*

BidRx.com brings information to home computers much like online travel sites and online auction sites. BidRx.com lets pharmaceutical companies compete by showing similar products to treat the same illness - just like there are many different airlines that fly from Chicago to New York at different prices -- and lets pharmacies across the U.S. compete for filling prescriptions. Even small independent pharmacies without large marketing budgets or a store on every corner can compete for prescriptions and earn new business. Consumers are surprised to learn that substantial savings and better services are available when a competitive, transparent marketplace works for them. **BidRx.com levels the field for pharmacies.** Finally, independents can start growing their business again because consumers compare prices and services before they choose a pharmacy.

Go to www.BidRx.com, click on "**Pharmacy Providers**" and "**Apply**." Applications are processed immediately so pharmacies can compete for the prescription needs of consumers locally and across the country. Because of BidRx.com, small, independent pharmacies can grow their business and pass on savings and valued services to consumers.

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



BidRx®, LLC

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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.