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# BidRx.com Marketplace

## How to lower prescription costs?

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

### *Motivate employees to be informed, rational consumers*

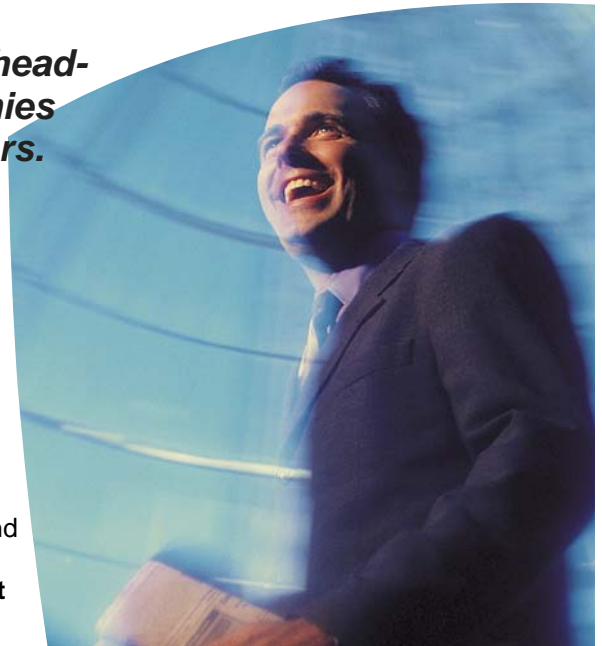
It's apparent that health benefits need an overhaul because the annual cost increases are unsustainable. Savings and fiscal discipline are needed: but how? One group says that savings result from combining all our purchasing power into a government-run plan. Another group says that savings comes from an open, transparent marketplace with competition from providers. Which option is better?

The approach to fiscal discipline is different, too. Our government does not have a good record of fiscal discipline in the administration of Medicaid and Medicare. Therefore, should we expect a different result for a new program?

Employers can't wait so savings and discipline is being obtained through benefits that motivate employees to

be informed, rational consumers – and to shop for value from health care products and services. **Benefits that motivate employees to be rational consumers**, called Consumer-Directed-Healthplans (CDH), are being adopted now -- with and without Health Savings Accounts (HSAs) or Health Reimbursement Accounts (HRAs). **Other benefits being used for motivation** are co-insurance plans where employees are compelled to consider the total costs of health care products and services they buy, not just their co-payment. Savings and discipline are achievable with these new benefit designs.

Whatever approach is adopted, tools are needed that help employees get the most for their health care dollars. One remarkable new tool, available at [www.BidRx.com](http://www.BidRx.com), was developed to save money on prescription purchases.



Built to mimic the way other goods and services are purchased in the U.S., BidRx.com is a marketplace that shows drug options and prices so doctors and patients can make better choices. It shows pharmacy options and prices so employees can compare pharmacies before they choose. BidRx.com is available now to support and enable informed, motivated employees save money on drugs.

Go to [www.BidRx.com](http://www.BidRx.com), click on "How it works" and learn to use the new prescription marketplace. It's easy. All you need is a computer, an internet browser & connection to the Internet. BidRx® staff also is available to demonstrate the new marketplace for prescriptions. Use BidRx.com to deploy benefit options that motivate employees and save money on prescription benefits.



## Get the most from your benefit dollars

*Three opportunities for drug savings:*

- 1) benefit designs that motivate,*
- 2) lower cost prescription options, &*
- 3) instant bids from competing pharmacies*

BidRx® replaces an antiquated purchasing paradigm that contributes to unsustainable increases in drug costs. At the core of BidRx® is a competitive marketplace where providers compete head-to-head for sales. Some call it an upside down eBay® for prescriptions; others compare it to Travelocity®, Orbitz® or Expedia®. BidRx.com is a unique solution for prescription benefits that is successful because employees are increasingly comfortable using the internet to shop, compare, and buy. BidRx.com is the purchasing tool they need for smart prescription purchases. Motivation is a key ingredient.

Prescription benefit design options can change employee behavior and save money. Motivated employees need access to our transparent, competitive marketplace for prescriptions so they 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](http://www.BidRx.com). Click on “Benefit Sponsors” & “Apply.”

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