

BidRx, LLC announces contract with Trilogy Health Insurance that signals prescription health care reform for insured groups

By using market forces, members now get “Bids” on their prescription medications to get the best value.

Oshkosh, WI – BidRx, LLC and Trilogy Health Insurance Inc. (Trilogy) announced their strategic relationship to provide Trilogy’s customers with a one of a kind prescription drug benefit option.

“This new partnership provides our customers with unmatched pharmacy benefit administration and Consumer Directed ‘tools’ specifically designed to help employees become effective shoppers of their prescription medications and save money,” said Bill Felsing, Trilogy’s CEO.

“This is the solution that Congressmen and others refer to when they call for ‘a market where providers truly compete against each other for our business as consumers and patients,’” adds Ralph Kalies, CEO of BidRx, LLC. “At BidRx®, consumers and doctors can compare similar prescription medications and specific prices based on each consumer’s unique benefit plan, determine which medications are the best value, and get instant ‘bids’ from local and mail order pharmacies. Effective immediately, employers in Wisconsin with 99 or fewer employees can purchase from Trilogy Health Insurance a fully insured medical plan integrated with BidRx.com and use market forces to lower drug costs.”

To make Trilogy’s drug benefit even more convenient, BidRx® and PartnersRx (PRx), a privately-owned, independent pharmacy benefit manager (PBM), joined forces to offer Trilogy clients a unique, fully coordinated, drug program. When time is short, consumers can present their PartnersRx drug card at the local pharmacy and get prescriptions filled as they do now. With a little additional time and a desire to save more money, consumers can log on to BidRx.com, compare similar products and get competitive bids before they buy. Both BidRx® and PRx purchases are fully integrated with their benefit. Using either purchasing channel, consumers get the drug benefit they are enrolled in. PartnersRx offers convenience & savings; BidRx® maximizes savings.

About the Pharmacy Benefit Market

BidRx® is now available as an integrated component for employers that wish to have a fully insured benefit through Trilogy Health Insurance. BidRx® is also available as an integrated component for employers with self funded benefits administered through Third Party Administrators (TPAs). BidRx® has stand alone programs for employers that do not have a pharmacy benefit or that want to add the power and cost savings of BidRx® to their current benefit.

About BidRx, LLC

BidRx® changes how drug purchasing decisions are made. By providing consumers and doctors with prices of similar drug treatments and getting instantaneous competitive bids from pharmacies across the street and across the U.S., savings of 50% or more are possible. Real-time information regarding treatment options and prices is designed to help doctors and consumers make informed decisions. BidRx® is the right “tool” at the right time for returning control to consumers and doctors who use market forces available only on BidRx.com to maximize savings on prescriptions.

For more information, visit www.BidRx.com or contact BidRx® at 920-230-6200.