

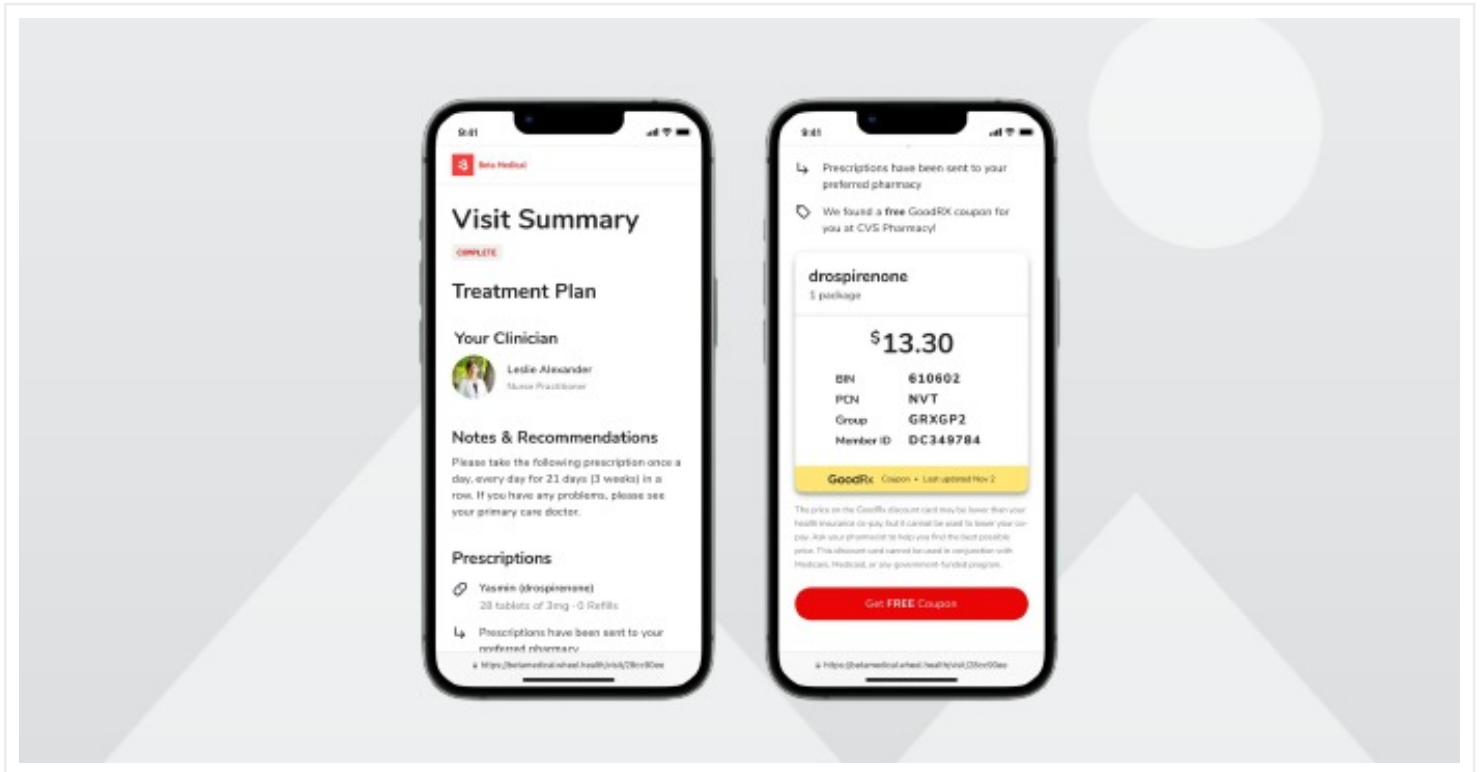
# GoodRx is on a digital health roll with its latest partnership with virtual care startup Wheel

Article

**The news:** Digital health startup **Wheel** is teaming up with drug discount platform **GoodRx** to integrate real-time drug pricing and discounts into Wheel's services. Now, Wheel's provider

clients will be able to offer their patients access to discounts at over 70,000 pharmacies across the US.

**More on Wheel:** The startup offers a plug-and-play telehealth platform that helps providers power their virtual care services. Wheel has also built out its own nationwide clinician network to make it easier and faster to match patients to providers for virtual visits.



**How we got here:** This marks yet another major partnership for GoodRx—which has been scaling its digital health footprint this year.

- In September, it **launched GoodRx Health**, an online health hub where consumers access information about health concerns and trends, tools for guiding healthcare decisions, and video content on areas like financial guidance and drug-related FAQs.
- In August, GoodRx **linked up** with e-prescription giant **Surescripts** to give Surescripts' provider clients access to GoodRx's discount pricing tools within their EHRs.
- Also in August, GoodRx teamed up with health insurance marketplace **GoHealth** to engage more Medicare Advantage members on GoodRx's platform.

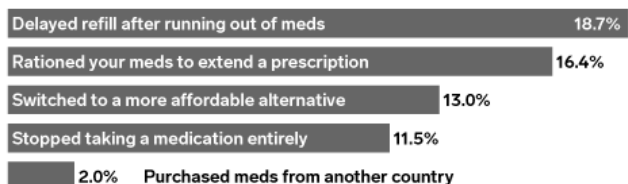
- In April, it **acquired** health video content platform **Healthination** for \$75 million **and** its competitor **RxSaver** for \$50 million.
- Not to mention, it reported **39% year-over-year growth** from Q3 2020 to Q3 2021.

**The bigger picture:** Lack of pricing transparency and high drug costs contribute to low medication adherence. GoodRx is primed to capture and hold consumer interest because of its ability to address these pain points.

- **18.7% of US adults** said they delayed a refill, and **16.4% said** they rationed medication to extend a prescription because of drug costs, **per** GoodRx’s 2021 Medication Debt Survey.
- When patients are better able to adhere to their treatment plans, providers can ensure patient retention, greater patient satisfaction, and better outcomes.

**Changes in Medication Adherence Due to Prescription Drug Cost According to US Adults\*, Feb 2021**

% of respondents



*Note: n=1,029 ages 18+; in the past year; 38.8% of respondents have made at least one of the changes; \*among those who take a prescription medication for an ongoing condition such as diabetes or high blood pressure*  
 Source: GoodRx, "Medication Debt Survey" conducted by Google Surveys as cited in company blog, March 22, 2021

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