GoodRx Introduces New E-commerce Experience for Retail Pharmacies

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Company working with Hy-Vee as launch partner to simplify how consumers get their medications through the GoodRx platform

SANTA MONICA, Calif.--(BUSINESS WIRE)--Apr. 3, 2025-- GoodRx (Nasdaq: GDRX), the leading platform for medication savings in the U.S., today announced a new e-commerce experience for retail pharmacies that improves how consumers get their medications via the GoodRx platform. The company is launching the experience with Midwest-based retailer Hy-Vee.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250403717682/en/



GoodRx e-commerce experience

Now, when a person searches for their medication on GoodRx and selects Hy-Vee as their preferred pharmacy, the system will check for medication inventory, validate their prescription, and enable them to pay online before picking up their prescription in-store. This is part of GoodRx's broader strategy to deliver digital innovation that streamlines the prescription purchasing process for consumers while supporting retail pharmacy efficiency and profitability.

"Today's interactions at the pharmacy counter are often fraught with friction points, both for pharmacists and consumers," said Wendy Barnes, President and CEO of GoodRx. "We understand the need to develop innovative solutions that make it easier for people to get their medications, and are working with retailers and pharmaceutical manufacturers to modernize the online experience so we can help remove the strain on all sides. There are many ways that we can leverage our e-commerce solution to help industry stakeholders improve profitability and drive innovation in the prescription experience."

How the e-commerce experience works:

- **Checks inventory:** When a consumer searches for a medication, GoodRx checks if it is available at the pharmacy and can be purchased online.
- **Validates prescription:** GoodRx confirms the consumer's prescription is on file and being filled to support a seamless pick-up experience at the pharmacy counter.
- **Completes order:** The consumer pays the GoodRx price online via credit card or can select the pay-over-time option.

As healthcare grows more complex and costly, GoodRx is working to make it easier for consumers to save time and money when filling medications. The launch of this online functionality responds to the shift toward more digitally integrated retail experiences for consumers, healthcare professionals (HCPs), and retail pharmacies. For consumers and HCPs, this platform can help simplify the prescription validation process and integrate seamless payment and fulfillment options, facilitating smoother medication management. For retail pharmacy partners, it streamlines pharmacists' workflows and offers a user-friendly online experience, with the goal of driving customer growth.

"This innovative solution with GoodRx will streamline the pharmacy process and make it easier for patients to get their prescriptions at Hy-Vee," said Angie Nelson, Hy-Vee's senior vice president of pharmacy. "Using this new online experience will help patients manage their costs more effectively and enhance the overall pharmacy experience for both patients and our pharmacy staff."

GoodRx first announced its e-commerce solution last fall with the launch of a direct-to-consumer shopping experience with Opill, the first over-the-counter birth control pill. Consumer health and pharmaceutical brands looking to provide a frictionless experience for consumers can integrate their offerings directly within the GoodRx platform utilizing the functionality. GoodRx's e-commerce capability helps bridge online consumer engagement with prescription fulfillment, and shows GoodRx's commitment to removing friction from the system and simplifying the healthcare journey for patients throughout the U.S.

About GoodRx

GoodRx is the leading platform for medication savings in the U.S., used by nearly 30 million consumers and over one million healthcare professionals annually. Uniquely situated at the center of the healthcare ecosystem, GoodRx connects consumers, healthcare professionals, payers, PBMs, pharma manufacturers, and retail pharmacies to make saving on medications easier. By reducing friction and inefficiencies, GoodRx helps consumers save time and money when filling prescriptions so they can get the care they deserve. Since 2011, GoodRx has helped Americans save over $85 billion on the cost of their medications.

GoodRx periodically posts information that may be important to investors on its investor relations website at https://investors.goodrx.com. We intend to use our website as a means of disclosing material nonpublic information and for complying with our disclosure obligations under Regulation FD. Accordingly, investors and potential investors are encouraged to consult GoodRx's website regularly for important information, in addition to following GoodRx's press releases, filings with the Securities and Exchange Commission (the "SEC") and public conference calls and webcasts. The information contained on, or that may be accessed through, GoodRx's website is not incorporated by reference into, and is not a part of, this press release.

GoodRx Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements

contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding anticipated consumer savings, convenience and accessibility; the expected benefits and value of our partnership with Hy-Vee and our e-commerce products; and our plans, expectations and objectives. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to, risks relating to our ability to achieve broad market education and change consumer purchasing habits; changes in medication pricing and pricing structures; our reliance on a limited number of industry participants; and the important factors discussed under the caption “Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2024, and our other filings with the SEC. Any such forward-looking statements are based on current expectations, projections and estimates as of the date of this press release. While we may elect to update such forward-looking statements at some point in the future, we disclaim any obligation to do so, even if subsequent events cause our views to change.

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