

# GoodRx

## GoodRx Launches New Erectile Dysfunction Subscription Service to Simplify Access and Eliminate Treatment Barriers

June 10, 2025

*The all-in-one solution includes virtual consultation, FDA-approved prescription medication, and discreet home delivery, with no hidden fees, in-person visits, or memberships required*

SANTA MONICA, Calif.--(BUSINESS WIRE)--Jun. 10, 2025-- [GoodRx](#) (Nasdaq: GDRX), the leading platform for medication savings in the U.S., today announced the launch of a new [subscription service for erectile dysfunction](#) (ED). Designed to meet consumers where they are and remove common barriers such as high costs, long wait times, and inconvenience, this all-in-one solution offers a fast, discreet, and affordable option for ED treatment.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250610400981/en/>



A [new report](#) from GoodRx reveals a clear gap in care: nearly 1 in 3 U.S. men report difficulty achieving or maintaining an

erection without medication, yet fewer than 14% say they're using any form of treatment. This reluctance is driven by inadequate coverage of ED treatments by many insurance plans, as well as concerns around the social stigma associated with seeking help for such conditions. While many existing options require an additional paid membership just to access a subscription service, come with exorbitant fees, or have inconsistent shipping speeds that can lead to delays, GoodRx's new ED subscription service offers a transparent alternative to help more men access needed treatments – quickly, discreetly, and on their terms.

The GoodRx subscription service for ED starts as low as just \$18/month, with final pricing dependent on the prescribed medication. The subscription combines three key benefits:

- **Connect with a licensed healthcare professional:** Customers can chat directly with a healthcare professional online, often within the hour – no in-person visit required. Additionally, customers will have ongoing access to these licensed professionals if questions arise during their treatment.
- **Access FDA-approved treatments:** If clinically appropriate, customers receive a prescription for an FDA-approved medication.
- **Discreet delivery:** Medication is delivered directly to the customer's door for no additional fee, in GoodRx's standard packaging.

"We recognize that many men delay or entirely avoid treatment for ED due to stigma, costs, and the inconvenience of traditional healthcare pathways," said Katelyn Pelak, VP and Head of Product at GoodRx. "Our new subscription service removes these obstacles, providing a straightforward, affordable solution that respects and protects the privacy and time of our customers."

GoodRx's subscription service for ED ensures a simple, user-friendly experience that meets the modern consumer's needs for transparency and streamlined healthcare access. By integrating quick digital consults with licensed healthcare professionals, transparent pricing, and home delivery into one seamless experience, GoodRx is proud to provide a stigma-free, convenient approach to ED care.

Starting today, individuals can sign up for the GoodRx ED subscription service at: [www.goodrx.com/care/services/erectile-dysfunction](http://www.goodrx.com/care/services/erectile-dysfunction)

### **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 ED subscription service; 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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