GoodRx Expands Into Employer Market With Launch of “GoodRx Employer Direct”

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New program combines employer-subsidized discounted cash prices and custom telemedicine solutions with existing health benefits to close coverage gaps and support access to high-impact medications

SANTA MONICA, Calif.--(BUSINESS WIRE)--Feb. 24, 2026-- GoodRx (Nasdaq: GDRX), the leading platform for prescription savings in the U.S., today announced the launch of GoodRx Employer Direct. The new offering enables employers to directly lower the cost of high-impact brand medications, including GLP-1s, by applying targeted subsidies to discounted cash prices from pharmaceutical manufacturers. Employers can also deploy branded versions of GoodRx’s condition-specific telemedicine solutions, integrating clinical care, prescribing, and pharmacy fulfillment to help employees access high-impact brand medications without traditional formulary blockers. Designed to complement, not replace, traditional health plans, Employer Direct gives employers a scalable, cost-conscious way to improve affordability without adding plan complexity.

“Employers are under mounting pressure to do more with less as healthcare costs climb and employees shoulder greater out-of-pocket expenses,” said Wendy Barnes, President and CEO of GoodRx. “Employer Direct is built to meet that moment. It closes critical coverage gaps, expands access to high-impact therapies, and delivers transparent, predictable pricing—without layering on the complexity and opacity of the traditional rebate-driven system. By leveraging the pricing and access infrastructure we’ve built and our deep relationships across the healthcare ecosystem, we’re bringing a fundamentally smarter, more sustainable model to employers and the people they serve.”

Employer-Subsidized Savings for Brand Medications

Through Employer Direct, employers can select high-impact brand medications, such as the popular weight loss drug Wegovy®, and directly subsidize the manufacturer-sponsored price available on GoodRx, further lowering the employee’s cost without adding the medication to the traditional insurance benefit. Employer contributions are applied seamlessly at the pharmacy counter, so employees automatically pay a reduced out-of-pocket amount. This approach provides targeted support for high-cost therapies without requiring changes to the core health plan structure. GoodRx launched this model at the start of the year with its first employer partners, including Midwestern grocery chain Hy-Vee, with an initial focus on GLP-1 medications – a category that has seen significant demand but variable insurance coverage.

“As an employer, we’re constantly looking for ways to make our health benefits more impactful and easier to use,” said Angie Nelson, Vice President at Hy-Vee. “GoodRx Employer Direct gives us the flexibility to support access to high-impact medications while keeping our overall plan structure intact. It’s a practical way to invest in the therapies our employees need most and ensure they see real savings when they fill their prescriptions.”

Customized Conditions Management Solutions for Employers

Employers can partner with GoodRx to improve access to high-cost brand medications by offering tailored versions of GoodRx’s condition-specific telemedicine solutions, including GoodRx for Weight Loss. These employer-aligned programs integrate clinical care and access to FDA-approved therapies with transparent pricing and coordinated pharmacy fulfillment, delivered through a single, streamlined experience that fits within an employer’s broader benefits strategy. For select high-demand brand medications, employers can also provide direct financial contributions that are automatically applied at the pharmacy counter, further reducing employees’ out-of-pocket costs. This structure gives employers a predictable, controlled way to expand support for high-impact conditions while maintaining the integrity of their existing health plans.

A Strategic Expansion of the GoodRx Platform

Employer Direct leverages the core capabilities of the GoodRx platform to unlock a potentially meaningful new growth opportunity for the company. By combining established pharmaceutical partnerships that enable low self-pay pricing with its nationwide pharmacy network and broad consumer reach, GoodRx is uniquely positioned to deliver affordable, transparent access solutions directly within employer health plans. Employer Direct formalizes this integrated model into a unified enterprise offering in an emerging market, giving employers a modern alternative to traditional, opaque insurance models and expanding GoodRx’s role within the healthcare ecosystem.

Employers, plan sponsors, consultants, and third-party administrators interested in learning more about GoodRx Employer Direct should visit: www.goodrx.com/employerdirect

About GoodRx

GoodRx is the leading platform for prescription savings in the U.S., used by nearly 25 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 $100 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.

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 GoodRx Employer Direct; 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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