

GoodRx

GoodRx Launches GoodRx Companion, a New Subscription Designed to Lower Everyday Healthcare Costs

May 27, 2026

New \$14.99-per-month membership brings together free and low-cost generic medications, affordable online care visits, and savings across dental, vision, labs and imaging

Brief Summary:

- GoodRx launched GoodRx Companion, a new \$14.99-per-month subscription to lower everyday healthcare costs
- Provides access to free and low-cost generic medications, affordable online care, and savings on routine healthcare services
- Expands GoodRx's subscription strategy as consumers face tighter insurance restrictions and higher out-of-pocket healthcare cost

SANTA MONICA, Calif.--(BUSINESS WIRE)--May 27, 2026-- GoodRx (Nasdaq: GDRX), the leading platform for prescription savings in the U.S., today launched [GoodRx Companion](#), a new \$14.99-per-month subscription that brings together free and low-cost generic medications, affordable online care visits, and savings on additional healthcare services in one simple program. Built for a healthcare environment where consumers are increasingly shouldering more out-of-pocket costs, even when they have insurance, Companion turns the pricing capabilities, retail pharmacy relationships, and consumer experience GoodRx has built over more than a decade into a membership designed to make everyday care more affordable and predictable.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260527868807/en/>



“GoodRx Companion is an important step in our evolution toward building a broader subscription model built for the way

consumers are navigating healthcare today,” said Wendy Barnes, President and CEO of GoodRx. “As coverage becomes more complex and out-of-pocket costs continue to rise, people are looking for trusted solutions that give them greater control and clearer value. Companion meets that demand while advancing our strategy to build deeper, more recurring consumer relationships across a growing portfolio of subscription offerings. This is where we believe the market is headed, and where we believe GoodRx is uniquely positioned to lead.”

One Membership. More Ways to Save.

Companion gives consumers a more comprehensive way to save on routine healthcare, combining lower discounted cash prices on prescriptions with more affordable access to the care and services they use throughout the year. Companion is particularly beneficial to patients managing chronic conditions, those who are taking multiple medications, or those with health insurance coverage limitations.

Benefits include:

- **Prescription savings:** More than 200 common generic medications for free, with hundreds more for less than \$10, available at nearly every pharmacy nationwide
- **Online care:** \$19 telehealth visits on GoodRx Care for common needs such as UTIs, skin care, flu, and other routine conditions
- **Dental care:** Savings on cleanings, exams, X-rays, crowns, and other dental services
- **Vision care:** Savings on eye exams, glasses, contact lenses, and laser eye surgery
- **Lab and imaging services:** Significant savings on common lab and imaging services such as MRIs, CT scans, ultrasounds, comprehensive wellness labs, and hormone panels

A Broader Subscription Model for a Changing Healthcare Market

The launch of Companion advances GoodRx's subscription strategy by adding a broader membership offering alongside its condition-focused offerings for weight loss, erectile dysfunction, and hair loss. It creates another recurring revenue stream, gives GoodRx a more continuous way to engage consumers beyond individual prescription transactions, and strengthens the company's move toward a more diversified membership model with favorable pharmacy economics.

To learn more, visit: www.goodrx.com/companion

About GoodRx

GoodRx is the leading platform for medication 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.

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, pricing and value of GoodRx Companion and related pricing; 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, 2025, 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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20260527868807/en/): <https://www.businesswire.com/news/home/20260527868807/en/>

Media Contact
press@goodrx.com

Source: GoodRx