



From Kids to Canines: GoodRx Launches Companion Family Plan to Bring Healthcare Savings to the Whole Household

September 3, 2026

New \$24.99 monthly plan includes a primary member and up to four dependents, including children, adults, and pets, with more than 250 generic medications available for free and savings on dental, vision, lab and imaging services

Brief Summary:

- GoodRx launched the Companion Family Plan for \$24.99 per month or \$16.99 per month when paying annually
- The plan covers a primary member and up to four dependents, including children, adult family members, and pets, with no age restrictions
- Members can access more than 250 eligible medications for free and hundreds more for under \$10 at nearly every pharmacy nationwide, along with savings on dental, vision, lab, and imaging services
- The plan broadens GoodRx's subscription offering, supports prescription volume and patient retention for retail pharmacy partners, and is expected to become available to employers through GoodRx Employer Direct

SANTA MONICA, Calif.--(BUSINESS WIRE)--Sep. 3, 2026-- GoodRx (Nasdaq: GDRX), the trusted platform for prescription access and affordability in the U.S., today launched the [GoodRx Companion Family Plan](#), expanding its everyday healthcare subscription to the entire family, including pets. As widening coverage gaps and rising out-of-pocket costs leave households paying more for care, the new plan brings Companion's free and low-cost prescriptions and savings on common healthcare services together in one affordable, predictably priced membership.

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"Families don't experience healthcare costs one person at a time. They're simultaneously managing prescriptions and

care for kids, parents, partners, and even pets," said Wendy Barnes, President and CEO of GoodRx. "Expanding Companion across the entire household allows us to support consumers in a way that reflects this reality. It also advances our strategy to make GoodRx a more central part of how consumers navigate and pay for healthcare."

One Plan. More Ways for Families to Save.

The Companion Family Plan, which costs \$24.99 per month or \$16.99 per month when paying annually, extends Companion benefits to a primary member and up to four dependents, which may include children, adult family members, and pets. Members can access more than 250 eligible generic medications for free and hundreds more for under \$10 at nearly every pharmacy nationwide, plus savings on dental, vision, lab and imaging services. The primary member also receives access to \$19 online care visits. Together, these features give families an affordable and predictable way to save across prescriptions and common healthcare needs.

Building a Broader Subscription Offering

The Companion Family Plan expands the reach and value of GoodRx's subscription offering, creating a more continuous way to support consumers beyond individual prescription transactions. Building on more than a decade of medication pricing expertise, extensive retail pharmacy relationships, and a trusted consumer brand, GoodRx is uniquely positioned to bring this model to scale. Companion complements the company's condition-focused offerings for weight loss, erectile dysfunction, and hair loss.

Supporting Growth and Retention for Retail Pharmacy Partners

Companion gives members access to meaningfully lower prices than they would receive through a traditional prescription discount, while allowing them to continue filling at the pharmacies they already know and trust. This helps retail pharmacy partners strengthen patient relationships, support prescription volume, and deliver a more compelling consumer experience, with no additional cost to participate. The Companion Family Plan broadens those benefits while preserving favorable pharmacy economics and reinforcing the value of GoodRx's retail pharmacy network.

Making Companion an Employee Benefit

GoodRx plans to [offer Companion through Employer Direct](#), giving employers a flexible, predictable way to subsidize memberships and help lower employees' out-of-pocket healthcare costs. Companion can complement existing health benefits by addressing prescription costs and other coverage gaps, or extend healthcare savings to workers who are not eligible for traditional benefits. The expansion creates a new channel for Companion while giving employers another way to support healthcare affordability for their workforce.

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

About GoodRx

GoodRx is the trusted platform for prescription access and affordability. The company helps consumers navigate care, cost, and fulfillment so they can start and stay on treatment, while enabling partners to deliver self-pay pricing, affordability programs, and pharmacy access at scale. With a trusted brand, nationwide pharmacy network, and more than 280 million annual site visits, GoodRx reaches consumers at the moments when cost and access

are shaping healthcare decisions. Since 2011, GoodRx has helped Americans save over \$100 billion on 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 Family Plan 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.

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