



GoodRx Launches Employer Direct Weight Loss Offering

October 29, 2026

Early demand signals a shift toward flexible GLP-1 benefit models that help employers support employee access and transparent costs

Brief Summary:

- GoodRx Employer Direct weight loss offering is now available
- Employers select eligible GLP-1 medications, set contribution levels, and can add clinical care through GoodRx for Weight Loss
- Employer Direct provides access to employer pricing made available by manufacturers for Wegovy®, Wegovy HD®, Wegovy® pill, Foundayo™ and Zepbound® KwikPen®
- GoodRx collaborates with Novo on employer pricing and is an approved independent program administrator for Lilly Employer Connect

SANTA MONICA, Calif.--(BUSINESS WIRE)--Oct. 29, 2026-- GoodRx (Nasdaq: GDRX), the trusted platform for prescription access and affordability in the U.S., today announced the market-wide launch of its [Employer Direct weight loss offering](#), giving employers a flexible way to help employees access and afford FDA-approved GLP-1 medications. As demand for these treatments grows, employers are looking for new ways to support access outside the traditional pharmacy benefit. Employer Direct allows employers to choose which medications to include and how much to contribute, giving them greater control over benefit costs while lowering what eligible employees pay out of pocket.

"For many employers, the question is not whether they want to support GLP-1 access, but how to make it affordable for employees and manageable within their benefits budgets," said Wendy Barnes, President and CEO of GoodRx. "GoodRx Employer Direct creates a model that combines manufacturer-sponsored employer pricing with flexible employer funding, care, and fulfillment. It gives employers greater control, creates a clearer path to treatment for employees, and extends GoodRx's access platform into a significant new channel."

"The value of employer-sponsored access depends on making treatment easy for employees to obtain," said Tom Scales, Senior Vice President, Market Access and Public Affairs at Novo. "Through our work with GoodRx, Wegovy pricing for employer programs will be available at retail pharmacies nationwide, giving employers a scalable way to support access and employees a familiar, convenient way to fill their prescriptions."

A Weight Loss Benefit Employers Can Tailor

Employer Direct is designed to complement an employer's existing health plan by providing targeted support for medications that may not otherwise be covered within the traditional benefit. Employers can configure the offering based on the needs of their workforce and their benefits strategy, with implementation as quick as 30 days:

- **Choose the medications:** Employers determine which eligible FDA-approved GLP-1 medications for weight management to include in the offering. Medications include Wegovy®, Wegovy HD®, Wegovy® pill, Foundayo™ and Zepbound® KwikPen®.
- **Set the contribution:** Employers choose how much to contribute toward pricing made available by manufacturers for employer programs, whether as a fixed amount, a percentage, or full coverage. Contributions are applied automatically when prescriptions are filled, with no reimbursement required.
- **Add clinical care:** Employers can integrate GoodRx for Weight Loss into the offering, connecting clinical care, transparent pricing on FDA-approved therapies, and pharmacy fulfillment in one streamlined experience. Employees can also participate with a valid prescription from their own healthcare provider.

"Our Team Members want access to GLP-1 medications, so we sought a solution that could meet that need without increasing cost uncertainty," said Theresa Richardson, Chief Talent Officer at Withum. "We chose GoodRx Employer Direct because it provides access to manufacturer-direct pricing, along with the flexibility to determine which medications to support and how much to contribute. This allows us to offer a benefit with predictable costs while giving our Team Members a straightforward path to treatment."

"Employers need confidence that a new benefit will work in practice for both their organization and their employees," said Norman Lewis, Partner and Senior Vice President at USI Insurance Services. "We recommend GoodRx Employer Direct because it combines established manufacturer relationships with access through a simple and reliable platform. That combination gives our clients optionality and better transparency than through their health plan provider."

Bringing GoodRx's Access Platform to Employers

Employer Direct extends GoodRx's access platform to plan sponsors by bringing together the manufacturer relationships built through Pharma Direct, the subscription and care capabilities behind GoodRx for Weight Loss, and GoodRx's nationwide retail pharmacy network and select mail order partners. The offering gives organizations of all sizes access to manufacturer pricing, with GoodRx serving as an approved independent program administrator for Lilly Employer Connect and working directly with Novo for employer pricing. The result is an integrated experience that connects net pricing, care, and fulfillment at scale.

GoodRx Companion Coming to Employer Direct January 2027

Beginning January 2027, employers will also be able to offer [GoodRx Companion](#) through Employer Direct. The fixed monthly subscription provides free and low-cost generic medications and savings on common healthcare services, including dental, vision, labs and imaging. Employers can offer Companion on its own or alongside the weight loss offering, giving small businesses, unions, and companies with large contractor or part-time workforces another way to extend healthcare savings to more of their workforce.

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

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 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, 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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Media Contact

press@goodrx.com

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