GoodRx Brings Prescription Pricing Intelligence to Google Cloud's Gemini for Healthcare

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GoodRx's Model Context Protocol (MCP) integration creates a new channel for discovering GoodRx savings and expands visibility of manufacturer-sponsored self-pay programs available through GoodRx

Brief Summary:

- GoodRx is a launch partner for Google Cloud's Gemini for healthcare
- The GoodRx MCP integration connects prescription pricing and savings information directly to Google Cloud's healthcare-tailored AI offering
- The integration creates a new channel for healthcare enterprises to discover GoodRx savings and help patients access more affordable prescriptions
- For pharmaceutical manufacturers, the integration surfaces self-pay programs earlier in the care journey to equip healthcare providers with information to support treatment decisions
- Google Cloud is the first deployment partner for GoodRx's MCP integration, which is designed to support additional AI platforms over time

SANTA MONICA, Calif.--(BUSINESS WIRE)--Nov. 10, 2026-- GoodRx (Nasdaq: GDRX), the trusted platform for prescription access and affordability in the U.S., today announced it is a launch partner for Google Cloud's Gemini for healthcare. Through the GoodRx Model Context Protocol (MCP) integration, healthcare enterprises are able to retrieve GoodRx prescription pricing and savings information directly within Gemini for healthcare, helping them connect patients to affordable options for brand and generic medications at pharmacies nationwide. The launch brings GoodRx directly into the AI tools healthcare teams use, creating more opportunities for healthcare providers to recommend GoodRx savings and help patients fill their prescriptions.

"AI is transforming how people discover and access healthcare," said Nitin Shingate, Chief Technology Officer of GoodRx. "By bringing GoodRx's trusted prescription pricing and savings capabilities directly into AI-powered workflows, we're surfacing affordability information when healthcare decisions are being made. Starting with Google Cloud, our standards-based MCP integration creates a scalable foundation to expand GoodRx capabilities across the broader AI ecosystem."

"Interoperability and open standards are central to how we're building Gemini for healthcare," said Aashima Gupta, global managing director, Healthcare, Google Cloud. "By leveraging the Model Context Protocol, GoodRx demonstrates how healthcare systems can securely surface specialized third-party data and partner services directly within their workflows while maintaining enterprise-grade security."

Connecting AI-Powered Search to Prescription Savings

Gemini for healthcare is Google Cloud's industry-tailored AI foundation for care and operations teams, built for healthcare's security and governance needs, with privacy controls, human oversight, and supporting HIPAA compliance. Through the GoodRx MCP integration, healthcare teams can ask natural-language questions about prescription affordability; compare pharmacy pricing based on medication, quantity, and location; and help patients identify affordable options without leaving their AI-powered workflow. The integration also provides guidance on how patients can access those savings at the pharmacy.

Expanding Access to GoodRx Savings Through AI

The integration creates a new channel for GoodRx to reach patients and expand the visibility of pharmaceutical manufacturer self-pay programs available through GoodRx. These programs can now be found through Gemini for healthcare when providers ask about prescription costs and savings options. This gives GoodRx another way to support healthcare providers as they help patients navigate affordability barriers and make treatment decisions.

Beginning with Google Cloud, GoodRx is working on establishing an open, reusable integration framework designed to extend its prescription access and affordability capabilities across multiple AI platforms. This approach will help give GoodRx a foundation for expanding its distribution as AI adoption grows within the healthcare industry.

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 and value of the GoodRx MCP integration; 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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