

NEWS BRIEF

GoodRx Launches Employer Direct Platform

Drug discount provider GoodRx [launched](#) Employer Direct, a new platform that enables employers to access lower costs for some high-impact brand medications by applying targeted subsidies to manufacturers' discounted cash prices. GoodRx launched this model earlier in the year with its first employer partners, initially focusing on glucagon-like peptide-1 (GLP-1) drugs, a category with significant demand but variable insurance coverage.

Through [GoodRx Employer Direct](#), employers can select high-impact brand medications, such as popular GLP-1s, and directly subsidize the manufacturer-sponsored price available on GoodRx. This would lower the employee's cost without adding the medication to the traditional insurance benefit. Under the model, employer contributions are applied at the pharmacy counter, so employees automatically pay a reduced out-of-pocket amount. This approach from GoodRx is intended to support high-cost therapies without requiring changes to the core health plan.

“Employers are under mounting pressure to do more with less as health care costs climb and employees shoulder greater out-of-pocket expenses. 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.”
- Wendy Barnes, president and CEO of GoodRx

According to the press release, Employer Direct is meant to complement, not replace, traditional health plans by directly offering employers a scalable, cost-conscious way to improve affordability without adding plan design complexity. GoodRx also offers condition-specific telemedicine solutions that combine clinical care, prescribing and pharmacy fulfillment. Until the launch of Employer Direct, GoodRx has generally been a consumer-facing e-commerce platform that helps people compare prescription drug prices and access pharmacy discounts.

What's Next?

Employer Direct introduces an employer-sponsored prescription drug model designed to offer employers a modern supplement for traditional insurance models.

With prescription drug costs among the most significant factors driving up health care spending for both employers and consumers, this model demonstrates a solution intended to help address these challenges. Employers should continue to monitor health care cost trends and developments. Contact us today for more resources.

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