



GoodRx Announces New Affordability Programs for Menopause Hormone Therapies

October 23, 2024

New GoodRx research shows menopause medications have increased in price by over 50% over the last decade

SANTA MONICA, Calif.--(BUSINESS WIRE)--Oct. 23, 2024-- Today, [GoodRx](#) (Nasdaq: GDRX), the leading prescription savings platform in the U.S., announced the availability of [new affordability programs for menopause hormone therapies](#) by Pfizer. Through the reach and scale of the GoodRx platform, these programs are broadening access and affordability of crucial medications for women.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241023067340/en/>



(Photo: Business Wire)

45% more on healthcare costs to treat their symptoms each year than those who are not menopausal. Similarly, women are often faced with a “pink tax,” which represents a significant inequality in healthcare where women pay more for their medical needs. That is why GoodRx is working to make necessary menopause treatments more affordable and accessible for women who are faced with limited coverage and high out-of-pocket costs.

“Americans are paying more than ever for medications, a challenge that disproportionately affects women,” said Dorothy Gemmill, Chief Commercial Officer at GoodRx. “At GoodRx, we’re not just making strides towards affordability, but also championing the needs of women from perimenopause through menopause to improve their lives. We are committed to lowering prescription medications costs and shining a light on menopause – a complex condition that can impact a woman’s physical, emotional, mental, and social well-being and having treatment options is critical.”

Now, eligible patients with a valid prescription can find low cash prices for brand-name menopause hormone therapies in the range of \$99-\$249 at more than 70,000 pharmacies nationwide exclusively via GoodRx.

For those looking for more affordable ways to access other menopause medications, GoodRx has also created a [Savings Guide for Popular Menopause Treatments](#).

“I’m thrilled to see GoodRx tackle a major hurdle in women’s healthcare – the accessibility of menopause treatments,” said Dr. Lisa Larkin, Immediate Past President of The Menopause Society. “Menopause is a natural phase of a woman’s life that deserves attention and care, not something to be ignored or stigmatized. By reducing the cost barrier and spotlighting the importance of menopausal health, this initiative directly supports women’s health, their ability to enjoy their lives and encourages a broader dialogue about comprehensive care for all stages of a woman’s life. Efforts like this one are exactly what’s needed to improve health outcomes for women everywhere.”

GoodRx works with over 150 brands across pharmaceutical manufacturers, medical device companies and OTC medicines to surface their savings and patient support programs directly with high-intent audiences via the GoodRx platform. The company recently announced a partnership with ARS Pharmaceuticals to offer *neffy* at an exclusive low discounted cash price in retail pharmacies across the U.S. Similarly, the company launched an affordability program with Boehringer Ingelheim to provide its Humira® biosimilar (adalimumab) at a low cash price available exclusively on GoodRx. GoodRx now has over 50 pharmaceutical brands offering cash price options for consumers integrated into the GoodRx platform.

Further information can be found at www.goodrx.com/go/menopause

About GoodRx

GoodRx is the leading prescription savings platform in the U.S. Trusted by more than 25 million consumers and 750,000 healthcare professionals annually, GoodRx provides access to savings and affordability options for generic and brand-name medications at more than 70,000 pharmacies nationwide, as well as comprehensive healthcare research and information. Since 2011, GoodRx has helped consumers save over \$75 billion on the cost of their prescriptions.

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.

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 and accessibility; the expected benefits and value of our partnership with Pfizer and GoodRx’s other offerings; 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, 2023, 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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