

Rx Savings Program

A consumer-benefitted offering that alleviates high prescription medication costs while improving drug adherence and overall health management



CONSUMER INSIGHTS

2 in 3

Healthline Media visitors live with a chronic condition

54%

Have never used a drug discount card*

3 in 5

U.S. adults are taking at least 1 prescription**

BRAND BENEFITS

- **Reach consumers** who are active in their treatment decision process and have a high propensity to convert
- **Increase adherence** of current patients and drive greater lifetime value
- **Raise awareness** among new potential patients and foster doctor discussion

User Experience

An interactive, dynamic native unit within Healthline Media's highest intent drug information pages that engages action-taking consumers looking to obtain the best drug price and improve medication adherence.

The in-widget qualification is prominently integrated with drug-specific and cost-related content, capturing the target audience in the right mindset when they're looking for cost-savings solutions.

Save on your BRAND prescription

With insurance pay as little as \$0/month using the manufacturer savings card, or save up to 25% off BRAND's retail cost using Optum Rx coupons without insurance.

Enter your information

Insurance [Insurance](#)
 Location [New York, NY 10002](#)
 Dosage [20mg XR \(30 capsules\)](#)

Best offers - with insurance

The Save on your BRAND prescription Savings Card can help you pay as little as \$0/month for your prescription. Check your eligibility below to apply for your card.

ADVERTISEMENT

Pay as little as \$0/month for Save on your BRAND prescription*

Eligible, commercially insured patients pay as little as \$0/month with the Save on your BRAND prescription Savings Card.*

*Governmental beneficiaries excluded, terms and conditions apply.

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BRAND

START SAVINGS →

Best offers - without insurance

Save 25% and get free home delivery from Optum Store, or show the coupon to your preferred pharmacy and get the best savings without using insurance.

ADVERTISEMENT

BEST PRICE

25% Savings	Optum Store Free Home Delivery	\$14,481 retail-\$19,481	ORDER ONLINE ↗
20% Savings	Pharmacy 2.5 Miles	\$15,481 retail-\$19,481	GET RX COUPON ↗
10% Savings	Store 2.5 Miles	\$17,115 retail-\$19,481	GET RX COUPON ↗
10% Savings	Retailer 2.5 Miles	\$17,115 retail-\$19,481	GET RX COUPON ↗

Optum Perks and Healthline are subsidiaries of RVO Health.
 Pricing source: [Perks.optum.com](#) **Optum Perks**

Source: Comscore Plan Metrix, Multi-Platform, November 2022 – Healthline Media; *Healthline Media Consumer Drug Information Page Research Study, 2022;**Suzy x RVOHealth Prescription Medication Discount Services Survey, December 2022

Get more information on how you can offer your cost-saving solutions and help improve adherence.

CONTACT US TODAY

