

Rx Discount Apps:

An Important Player in Today's Healthcare

By Antoinette Alexander

Today, perhaps more than ever, consumers are concerned about access to affordable healthcare and are looking for ways to save money on costly prescription medications. As pharmacies continually look for ways to adapt to provide better patients with the greater access and affordability they need, the impact of pharmacy discount platforms is not to be overlooked.

In recent years, the rise of pharmacy discount platforms like ScriptSave WellRx, GoodRx, SingleCare, and RxSaver, to name a few, have gained notable traction in helping patients reduce their medication costs.

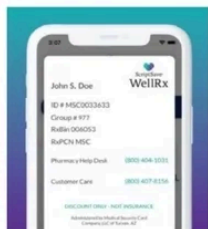
According to data from Wolters Kluwer Health's third Pharmacy Next: Health Consumer Medication Trends survey conducted in 2024, more than half of respondents (52%) said the cost of their prescriptions has increased in the past few years.

To help manage these costs, 44% of Americans surveyed said they use prescription discount apps. As researchers noted, this suggests that consumers are actively looking for ways to better manage drug costs.

Pharmacy discount platforms often bypass traditional insurance or copays and can be especially attractive for consumers without insurance or those with high-deductible health plans. They are also easy to use. Typically, consumers search for their medication by name or barcode, and the app then displays a list of pricing options available at nearby pharmacies. The savings can be significant.

Let's take a closer look at some of the discount platforms that are available.

ScriptSave WellRx



ScriptSave WellRx, by Medical Security Card Company, is among the leading players in the segment. According to the company, its platform allows consumers to compare prescription generic and branded drug prices at more than 65,000 pharmacies. Savings average 65% and can be 80% or more in some cases.

It is free to join, and consumers can download their Rx savings card from the company's website or the mobile app to find the lowest prescription prices from their phone. And since many medications prescribed for cats and dogs have human equivalents that are available at a local retail pharmacy, ScriptSave WellRx users may be able to save money on pet medications.

GoodRx

GoodRx is another free, popular platform for medication savings. It enables consumers to find the lowest prescription prices on both generic and brand name drugs available at more than 70,000 pharmacies. Through GoodRx, consumers can save up to 80% on prescription medications.

According to the company, consumer savings totaled nearly \$17 billion in 2024, and more than one million healthcare professionals used GoodRx in 2024. Consumers can also save up to 80% on common pet medications through GoodRx for Pets.

SingleCare

SingleCare is also a prominent player in the space. It partners directly with the country's leading pharmacy retailers, covering more than 35,000 pharmacies nationwide.

According to SingleCare, it works directly with pharmacies to negotiate low prices for users. As a result, consumers can save up to 80% on their medications with access to savings through SingleCare's website, mobile app, or discount cards. It offers discounts on 10,000-plus brand-name and generic drugs.

RxSaver

Similarly, RxSaver is a free prescription savings program available to consumers through its website, mobile app, and prescription savings card. It works with pricing partners to display prices negotiated with participating pharmacies.

According to RxSaver, it offers discounted pricing on more than 6,000 prescription medications, saving consumers up to 80% on their prescription medications.

Driving Awareness, Profitability

Despite the benefits, pharmacy discount platforms can face certain challenges. Perhaps chief among them is a lack of consumer awareness.

Underscoring this point, a recent survey commissioned by discount card provider Visory Health found that 50% of survey responses said they didn't know a prescription discount card could be used instead of their insurance.

Pharmacies that educate patients on the savings to be gained through discount apps can strengthen patient loyalty, improve medication adherence, and likely generate additional revenue.

Integrating these tools into pharmacy practices and driving consumer awareness can help pharmacists and pharmacy executives better leverage the growing demand for cost-effective medication solutions while maintaining a sustainable business model. The benefits to be gained are not to be overlooked.

Looking ahead, as the healthcare industry continues to evolve and consumer demand for cost savings intensifies, medication discount platforms are poised to play an increasingly important role in patient engagement and the broader healthcare landscape. **DSM.**