

C L E E V E E R



# INTRODUCING C L E V E R

**RX**



Clever RX was built to empower and engage healthcare professionals in driving down prescription drug costs for their patients and employees, ultimately improving drug compliance and creating a healthier wealthier America.

# SO, WHY DO I CARE?

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## THE NEED

- **Over 250 million** Americans could benefit from Clever RX
- **140 million** on high deductible healthcare plans
- **104 million** are underinsured or uninsured
- **50 million** have high co-pays
- **37%** of American's don't fill a script due to high prices

"They've done studies you know. 70% of the time, Clever works every time."

Brian Fantana,  
Anchorman



# SO, WHY DO I CARE?

## THE OPPORTUNITY

- Nearly **5 billion** prescriptions will be filled in 2019... and growing
- **80%** of the time Clever RX beats the average insurance plan
- **40%** of our drugs are **less than \$10**
- The average family of 4 fills **32 scripts per year**
- We have discounted scripts on **over 55,000 FDA approved medications**
- Best prescription savings card on the market (**beats competitor pricing 60% of the time**)



“That’s as good as money, sir. Those are Clever RX cards.”

Lloyd Christmas

# Prescription Savings Cards

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## THE GOOD

- **Over 10 million** users
- **Over 100 million** prescriptions filled in 2018
- **\$11 billion saved** for Americans on prescription drugs

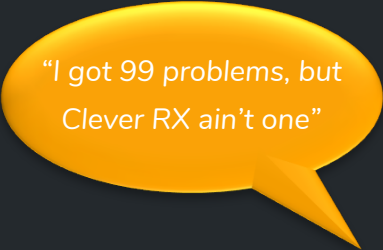
*"No act of kindness,  
no matter how small,  
is clever wasted."*

Aesop

# Prescription Savings Cards

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## THE BAD



"I got 99 problems, but  
Clever RX ain't one"

- **Price changes** – people are going to the pharmacy and the price they were shown is not the price
- **No relationship** between marketing company and retail pharmacy – We own our retail pharmacy relationships through direct contracts with the PBM
  - Creates stronger over financial profiles
  - Gives us control over claim adjudications and data
- Marketing company has **no visibility into pricing or retail discounts** – We are able to deliver a predictable and fully transparent financial model to our partners

# Prescription Savings Cards – THE UGLY

- **Primarily** Provider and Consumer Direct Marketing
- **Typical partner doesn't "Partner"** with healthcare professionals
- **Don't share revenue** when your client saves
- **No tools** to help you distribute
- **No reporting** to track your impact



THERE HAS TO BE A  
MORE **CLEVER** WAY....

# The C L E V E R Solution

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## C L E V E R P R O D U C T

- **40%** of our drugs are **under \$10**
- Beats leading discount cards **60%** of the time
- Card adjudicates **all** claims, more customers for you
- **Price guaranteed** at all Big 4 pharmacies

*Walgreens*

 **CVS**



**Walmart** 



# The C L E V E R Solution

## CLEVER PARTNER

THE ONLY PARTNER FRIENDLY CARD IN THE INDUSTRY!

Co-branding

Website

Cards



App

Reporting

Engagement  
support

# CO-BRANDED TOOLS

"Cleveryone is doing it!"

CLEVER **RX**

How It Works Drug Price Lookup Digital Savings Card More Info

## WEBSITE

DUNDER MIFFLIN

CLEVER **RX**  
PRESCRIPTION SAVINGS CARD

NEVER OVERPAY FOR PRESCRIPTIONS AGAIN. NOW THAT'S CLEVER!

HOW IT WORKS

### NEVER OVERPAY FOR PRESCRIPTIONS AGAIN. NOW THAT'S CLEVER.

Download your Clever Rx card or Clever Rx App to unlock exclusive savings.

Present your Clever Rx savings card or Clever Rx App to your pharmacist.

FREE to use. Save up to 80% off prescription drugs and best copy prices.

**100% FREE to use** on thousands of medications.

**Save up to 80% off** prescription drugs and best copy prices.

**Accredited at most** pharmacies nationwide.

**START SAVING TODAY WITH CLEVER RX**

**STEP 1:** Download the FREE Cover Rx App for your smartphone and activate. Make sure you have a valid prescription for the medication you want to use.

**STEP 2:** Find where you can use your medication. Whether it's a local pharmacy or your nearest CVS, Walgreens, or other pharmacy, you'll find your medication at the pharmacy of your choice.

**STEP 3:** Click the number with the lowest price next to your preferred pharmacy. Then, use your phone to scan the barcode on your screen to the pharmacist. Or, you can use your phone to scan the barcode on the screen to the pharmacist. Or, you can use your phone to scan the barcode on the screen to the pharmacist.

**STEP 4:** Show the Cover Rx App, Card, or App to the pharmacist. They will scan the barcode on your phone to activate your savings card. You'll see the savings amount on the screen.

Now that is not only Clever, it is Clever Rx.

**DID YOU KNOW?**

- 70% of people can benefit from prescription savings cards due to high deductibles, health plans, high copays and being underinsured.
- 30% of prescriptions never get filled due to high costs.
- 40% of the top ten prescription drug costs have increased by over 100%.
- 70% of people can benefit from prescription savings cards from their competitors price 75% of the time.

CLEVER **RX** SAVE CLEVER WWW.CLEVERRX.COM

### NEVER OVERPAY FOR PRESCRIPTIONS AGAIN. NOW THAT'S CLEVER.

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**DID YOU KNOW?**

- Over 70% of people can benefit from prescription savings cards due to high deductibles, health plans, high copays and being underinsured.
- Over 30% of prescriptions never get filled due to high costs.
- 40% of the top ten prescription drug costs have increased by over 100%.
- Local grocery stores with a pharmacy often have the best prices.

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### CLEVER RX IS THE FUTURE OF PRESCRIPTION SAVINGS!

Save your patients money on prescription drugs, promote your practice and help your community.

With high-deductible health plans, high copays and the underinsured population - over 70% of your patients are not getting the best prescription drug savings card.

It works! With discounts up to 80% off prescription drugs, your patients will save real money. Clever Rx offers extra savings on high-cost drugs, your patients need your help.

Clever Rx helps more than 10 million patients save real money. Over 20% of prescriptions are never filled due to high costs, high copay rates, your patients need your help.

**WHY CLEVER RX IS THE RIGHT PARTNER**

An Rx Savings Program doesn't have to be one-sided. With Clever Rx, you will benefit from partnering with us as much as your patients do.

The only Rx savings plan that promotes your business with our co-branded cards, website, and artificial intelligence based mobile app. As the only Rx partner to provide you with reporting, you will know just how much you are saving your patients.

**WITH CLEVER RX, YOU GET**

- Branded Card
- Annual Website
- Artificial Intelligence Based Mobile App
- Savings Reporting

**WHY YOU SHOULD CARE**

- 70% of our patients benefit from a prescription savings card due to high deductibles, health plans, high copays and being underinsured.
- 30% of prescriptions never get filled due to high costs.
- 13% of high deductible health plans are increasing 13% per year.
- Most patients aren't comfortable discussing their financial situation.

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Welcome Back! Let's Be Clever and Save!

Can we help you price a prescription?

**RX**

Price A New Prescription

Brought to you by your Clever Friends at Dunder Mifflin

Carrier Share Price Map

CLEVER **RX**

Dunder Mifflin and Clever Rx have partnered to drive down your prescription costs.

Let us have your mobile number to register. No passwords, no robocalls, no fuss.

(602) 656-8085

Register

## FLYERS

CLEVER **RX** CARD

SAVE UP TO 80% on prescription drugs at virtually all U.S. pharmacies!

BIN: 610378  
PCN: SC1  
Group: 1000  
Member ID: 1000

For even greater savings, download the app for FREE!

Download on the App Store | GET IT ON Google play

THIS CARD IS NOT INSURANCE

## REPORTING

DRUG	COST W/O CARD	MBR PAID AMOUNT	SAVED AMOUNT	% SAVED	PHARMACY	LOCATION	GROUP #
ATORVASTATIN 20 MG TABLET	\$166.78	\$31.00	\$135.78	81.41%	WALGREENS #5504	PHOENIX, AZ	1029

## AND MORE!


# CLEVER APP

"So Clever a caveman can do it!"

## CO-BRANDED OPENING SCREEN



5:36 LTE

CLEVER 



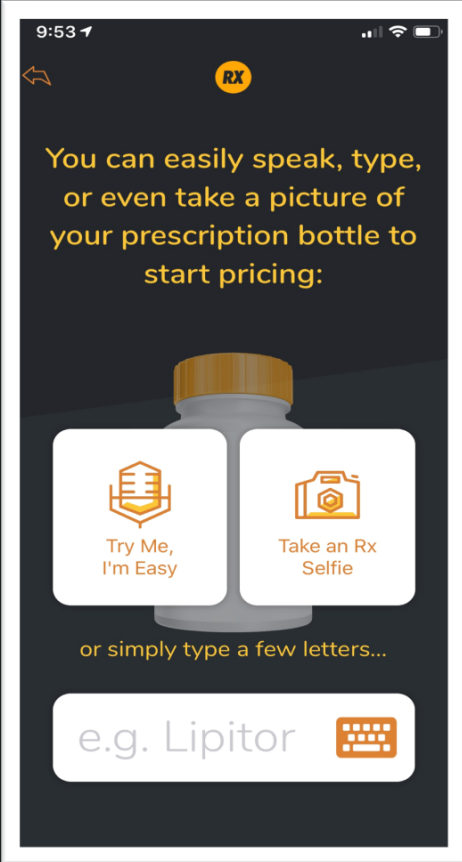
Dunder Mifflin and Clever Rx have partnered to drive down your prescription costs.

Let us have your mobile number to register. No passwords, no robocalls, no fuss.



(602) 555-8585

Register


## DRUG PRICE LOOKUP




9:53


 

You can easily speak, type, or even take a picture of your prescription bottle to start pricing:

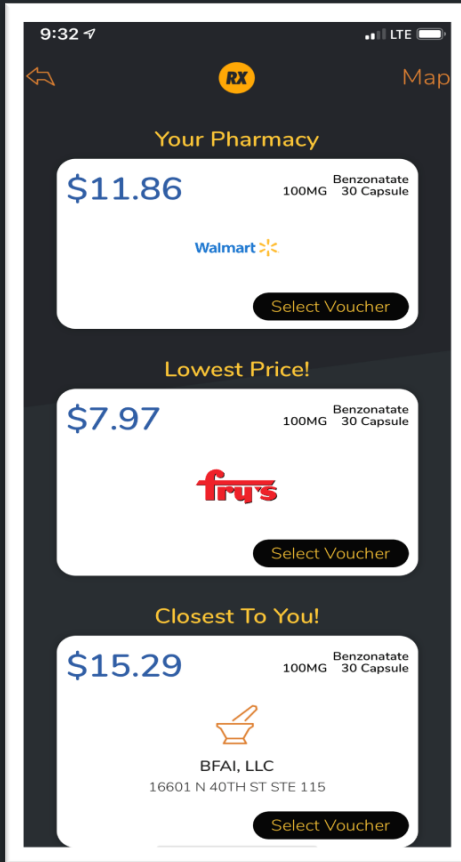
 Try Me, I'm Easy

 Take an Rx Selfie



or simply type a few letters...

e.g. Lipitor 

## RESULTS




9:32 LTE

  Map

Your Pharmacy


\$11.86 Benzonatate 100MG 30 Capsule

Walmart 

Select Voucher

Lowest Price!


\$7.97 Benzonatate 100MG 30 Capsule



Select Voucher

Closest To You!

\$15.29 Benzonatate 100MG 30 Capsule

 BFAI, LLC  
16601 N 40TH ST STE 115

Select Voucher

## MY CABINET



9:31 LTE



\$7.97 

Benzonatate 100MG 30 Capsule



Kroger Pharmacy  
5544 Promenade Pkwy

See Your Voucher

See Other Prices Learn More

Cabinet Share Price Map

# A C L E V E R WIN-WIN-WIN

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When an employee or patient saves, **you earn**.



**Get paid** on patients not on your plan through sharing.



The average card stays **in the system for over 4 years** and is used every time as the card on record.

*"You stay Clever,  
America!"*  
Ron Burgundy,  
Anchorman

# SHARE IT FORWARD

