

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 2020... 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 GoodRx 70% of the time**)



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

Lloyd Christmas

# GoodRx – THE GOOD

“No act of kindness,  
no matter how small,  
is clever wasted.”

Aesop

10 million users

Over 100 million prescriptions filled with GoodRx in 2018



\$10 billion saved for Americans on prescription drugs

#1 downloaded Medical App for iOS and Android

C L E V E R 

# GoodRx – THE BAD

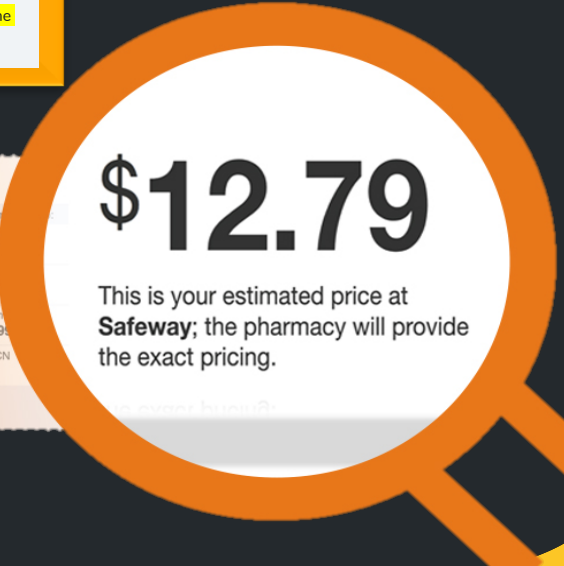
“I got 99 problems, but Clever RX ain’t one”

PRICE CHANGES

AND

COUPON OPTIONAL

a Pharmacy Benefit Manager (PBM), who provides prices to us. The prices we show are our best estimate; while we believe our data to be generally accurate, we cannot guarantee that the price we display will exactly match the price you receive at the pharmacy. For exact price, please contact the pharmacy



# GoodRx – THE UGLY

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- Provider and Consumer Direct Marketing **only**
- Don'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

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

- **40%** of our drugs are **under \$10**
- Beat GoodRx pricing **60-70%** of the time
- Card adjudicates **all** claims
- **Price guaranteed** at all Big 4 pharmacies

*Walgreens*



Walmart 

"A lot like GoodRx,  
only GOODER."

Jim Prendergast,  
Founder



# 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 Clever RX App for your smartphone or visit our website. Make sure you have a valid prescription for the medication you want to purchase.

**STEP 2:** Find where you can use our medication. Whether it's a local pharmacy or a mail order pharmacy, just use our app or website to find the best price for your medication at the pharmacy of your choice.

**STEP 3:** Click the number with the lowest price next to your preferred pharmacy. Just use our app or website to go to the pharmacy and present your medication at the counter to best receive the savings card for your medication or click there to best receive the savings card for your medication or click there to best receive the savings card for your medication.

**STEP 4:** Show the Clever RX App, Card, "Share" or the barcode of the Clever RX App to the pharmacist. They will scan the code and you will see the savings card on your smartphone. Use the savings card to pay for your medication. You will see the savings card on your smartphone. Use the savings card to pay for your medication. You will see the savings card on your smartphone. Use the savings card to pay for your medication.

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 due to high deductibles, health plans, high copays and being underinsured.

CLEVER RX SAVE CLEVER WWW.CLEVERRX.COM

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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 offers higher patient compliance. Over 70% 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 are not comfortable discussing their financial situation.

CLEVER RX SAVE CLEVER WWW.CLEVERRX.COM

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

## APP

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 



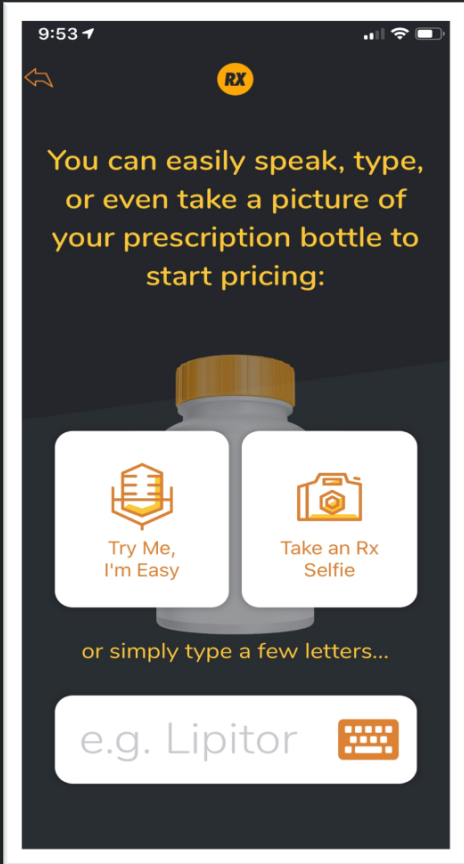
Dunder Mifflin and Clever Rx have partnered to drive down your prescription costs.

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

 [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

# THE C L E V E R - G O - R O U N D

