

BACKGROUND:

- ❑ Survey of users of various telehealth and online pharmacy services.

FINDINGS:

TeleHealth

- ❑ Utilization of telehealth services jumped higher during the pandemic.
 - ❑ Respondents expect to maintain usage post Covid.

Online Pharmacy

- ❑ Amazon Pharmacy and Capsule customers are among the most likely to expect to increase usage of each of those respective platforms going forward.

COVID

- ❑ Relative to peers/competitors, GoodRx saw a more modest positive impact from COVID based on feedback.
- ❑ Teladoc, Amazon Pharmacy, and Capsule customers ramped up usage the most specifically due to COVID.

NPS

- ❑ Respondents are highly likely to recommend GoodRx to friends and colleagues.
 - ❑ GoodRx and Teladoc were neck and neck with the highest scores out of all the names we tested.

GoodRx vs. Amazon

- ❑ The loyalty of GoodRx customers is high.
 - ❑ The majority of respondents indicated that they would not stop using GoodRx to use Amazon instead.

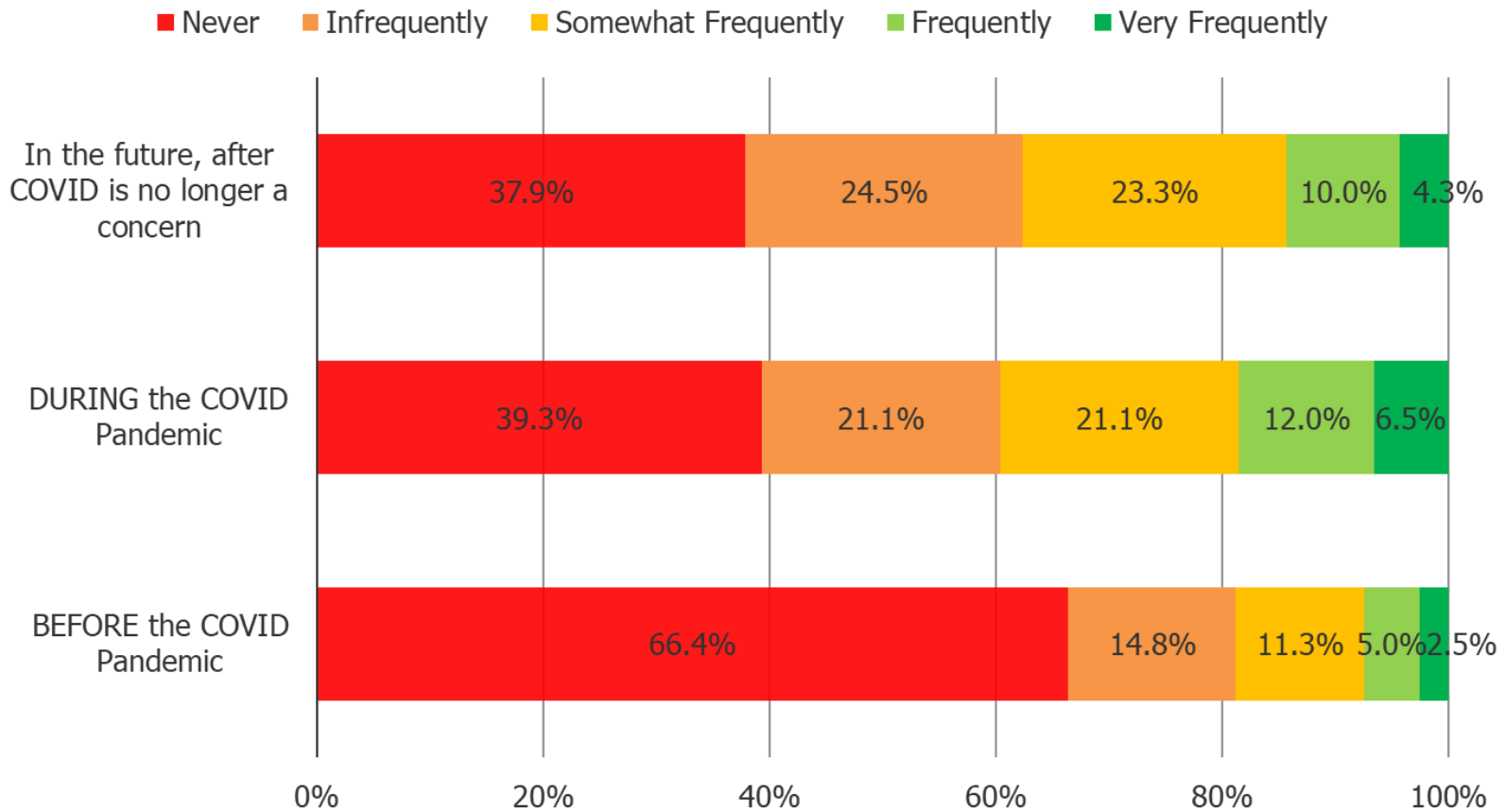


Healthcare



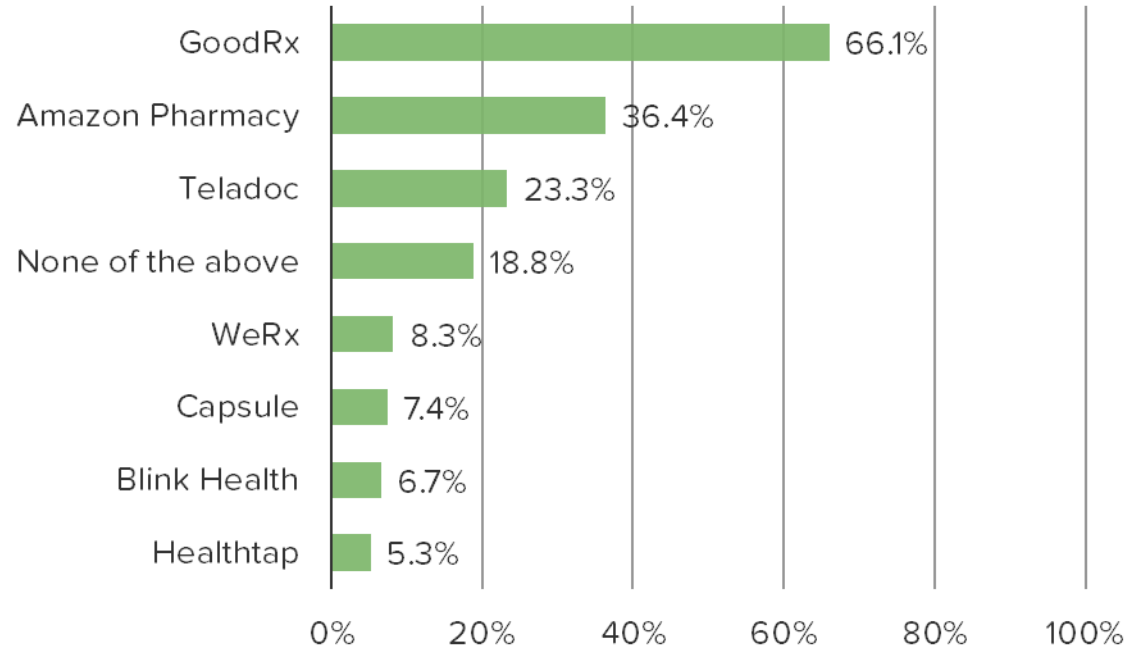
Please estimate your usage of telehealth services during the following periods?

Posed to all respondents.



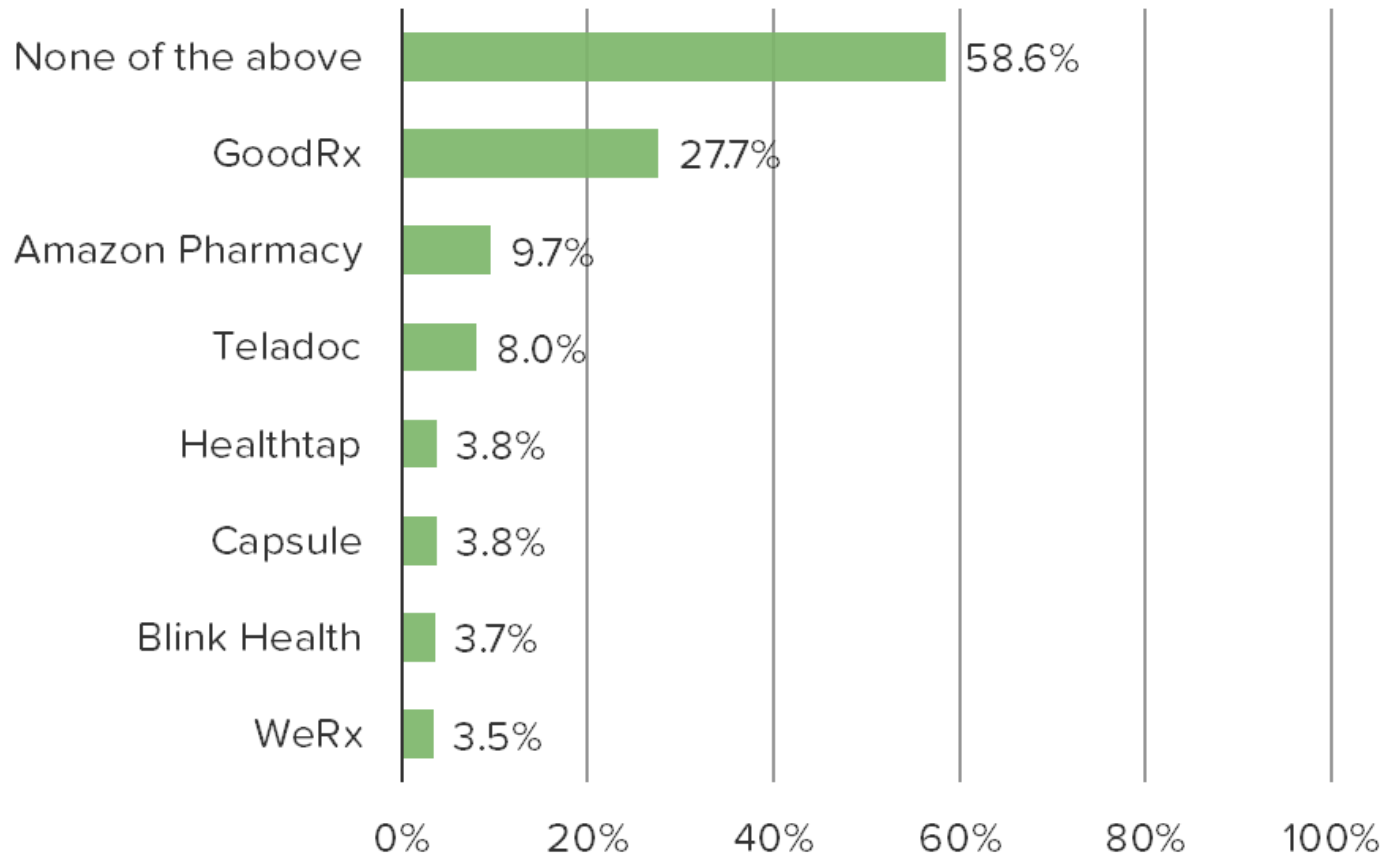
Have you heard of any of the following? Select ALL that apply

Posed to all respondents.



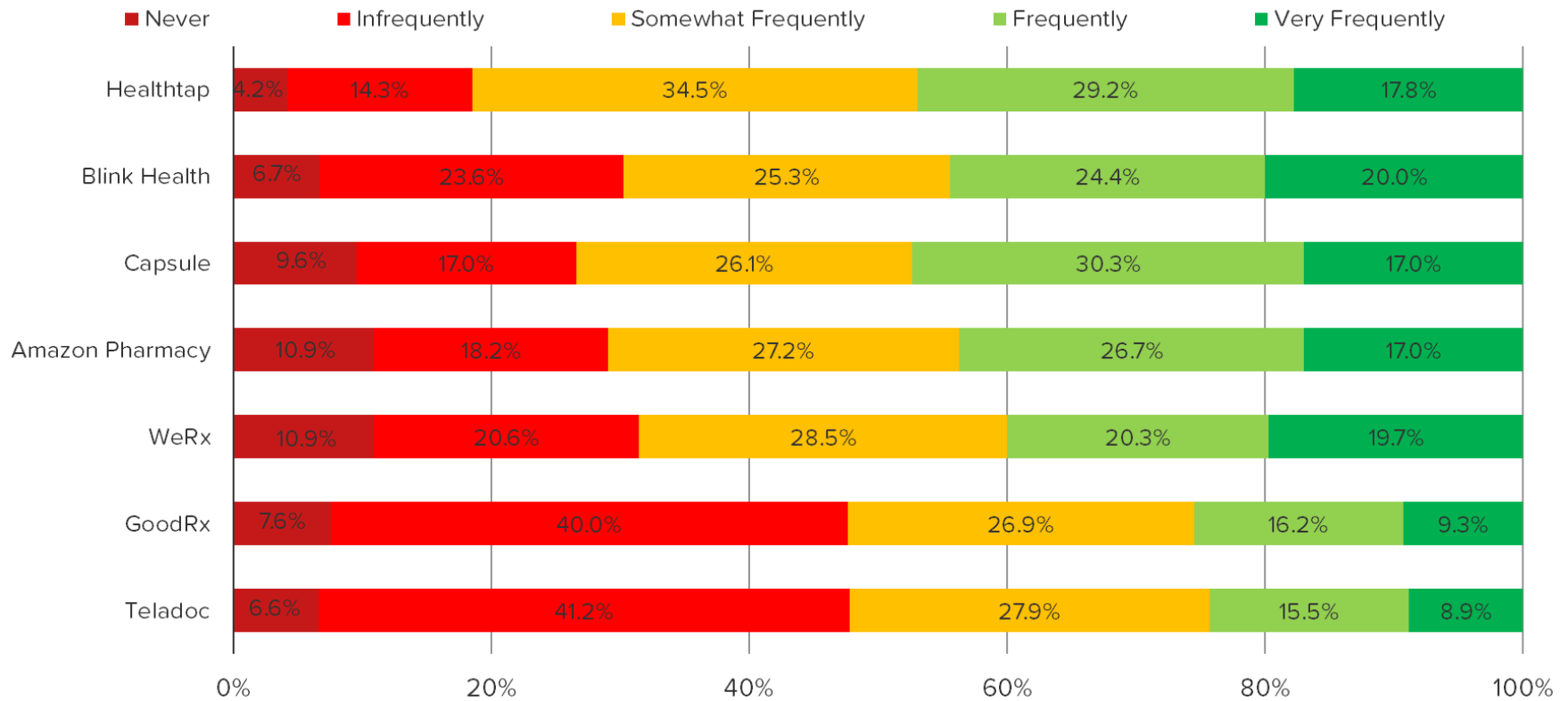
Have you ever used any of the following? Select ALL that apply

Posed to all respondents.



How often do you use the following?

Posed to all respondents who have used each of the following.

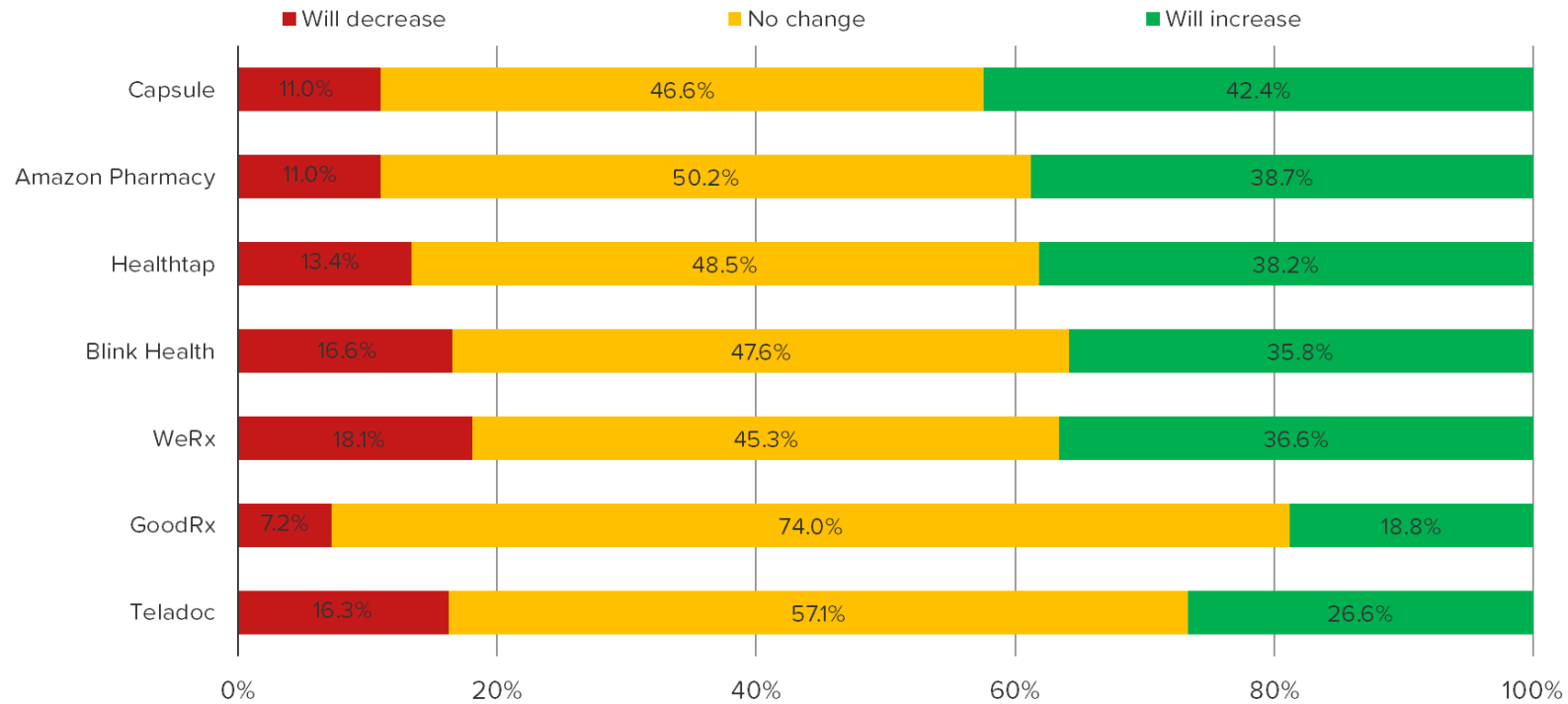


	N =
GoodRx	2728
Capsule	361
Blink Health	339
WeRx	327
Amazon Pharmacy	945
Healthtap	358
Teladoc	779



Do you expect to change how often you use the following going forward?

Posed to all respondents who have used each of the following.

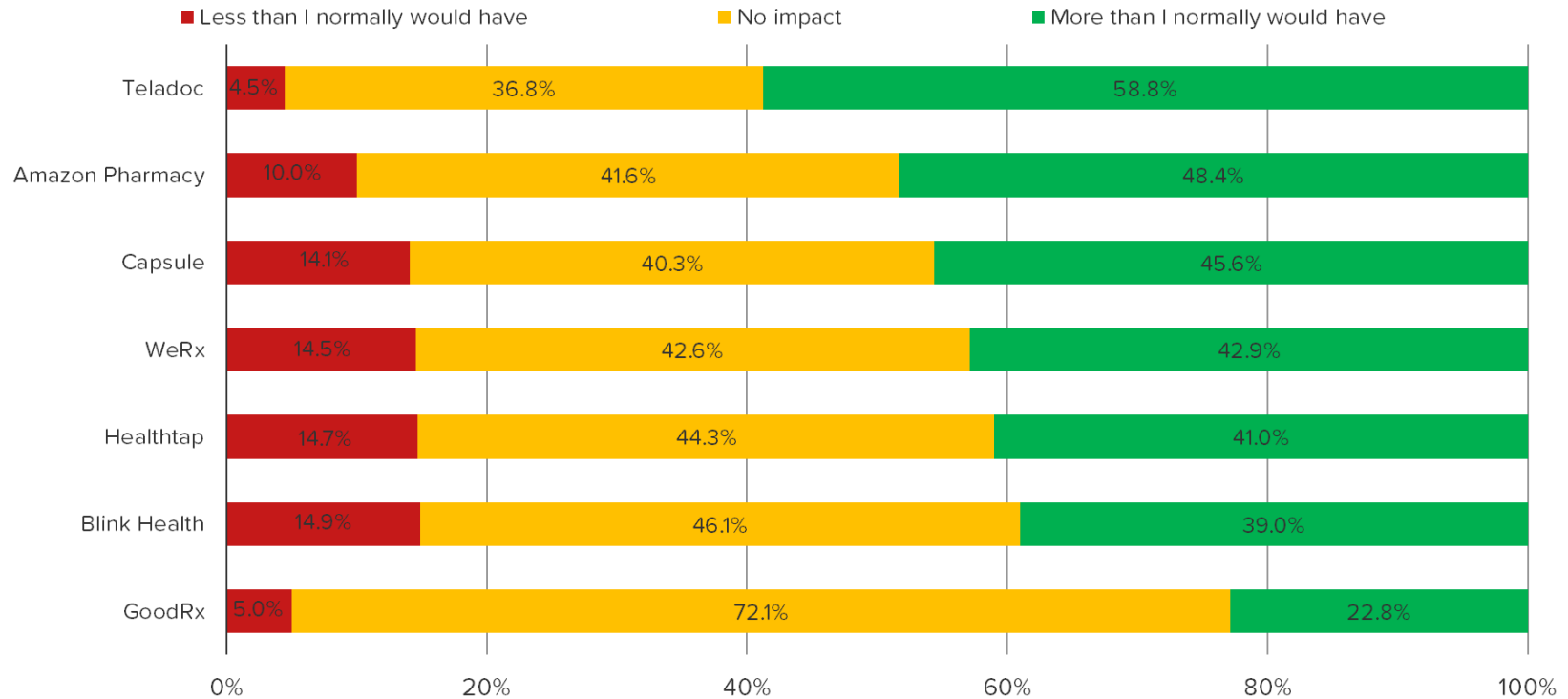


	N =
GoodRx	2728
Capsule	361
Blink Health	339
WeRx	327
Amazon Pharmacy	945
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Teladoc	779



Has COVID made you use the following more or less than your normally would have?

Posed to all respondents who have used each of the following.



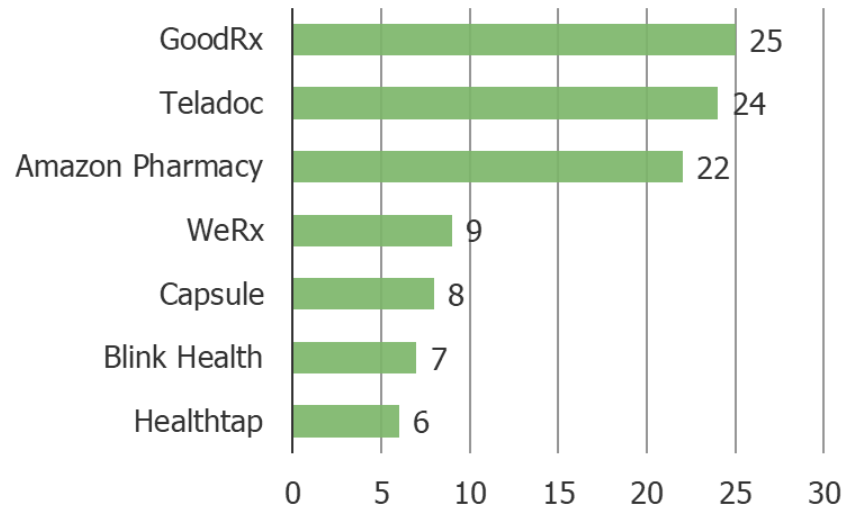
	N =
GoodRx	2728
Capsule	361
Blink Health	339
WeRx	327
Amazon Pharmacy	945
Healthtap	358
Teladoc	779



How likely are you to recommend the following to a friend or colleague?

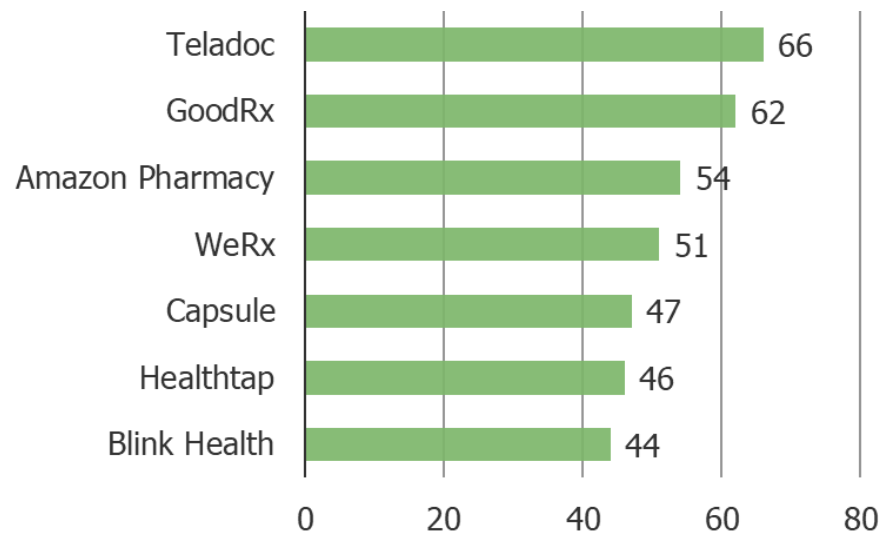
Respondents who have ever used each of the following:

	N =
GoodRx	2728
Capsule	361
Blink Health	339
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Amazon Pharmacy	945
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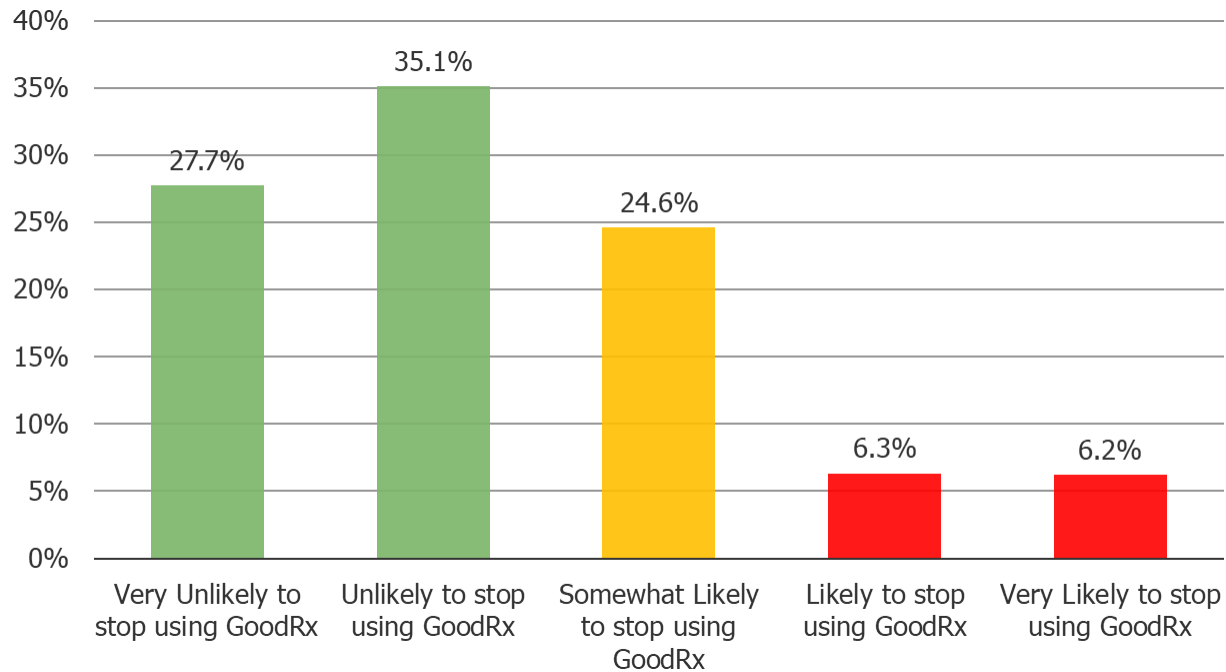
Respondents who said they use each of the following frequently or very frequently:

	N =
GoodRx	688
Capsule	169
Blink Health	142
WeRx	128
Amazon Pharmacy	406
Healthtap	162
Teladoc	183



How likely are you to stop using GoodRx to instead use Amazon pharmacy?

Posed to all respondents who have used GoodRx.

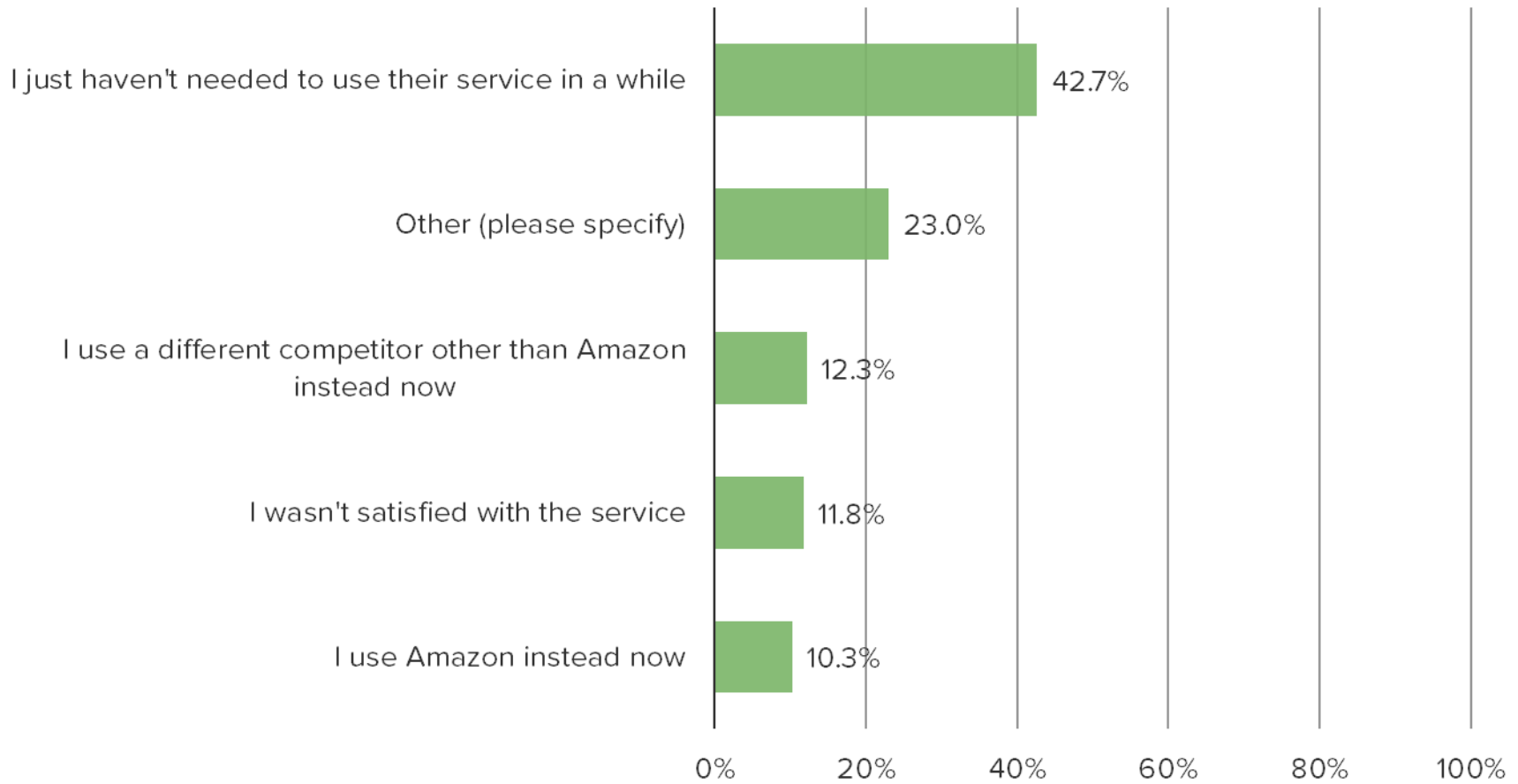


N = 2727



Why did you stop using GoodRx?

Posed to all respondents who said they have used GoodRx at some point, but currently use it "never".

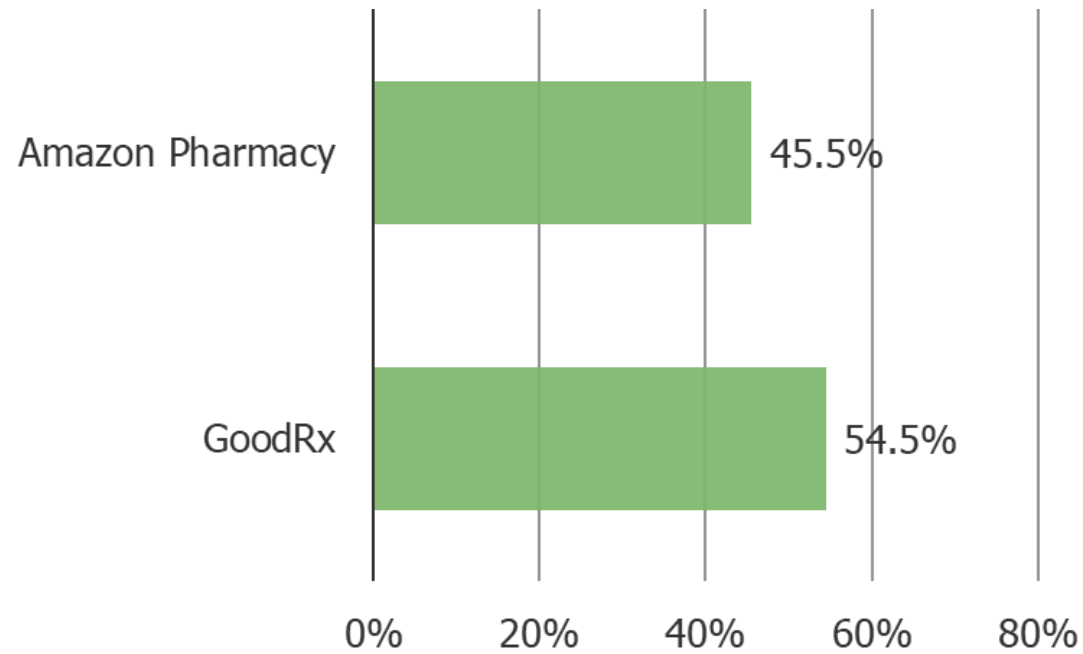


N = 203



Which do you like using better?

Posed to all respondents who have used both GoodRX and Amazon Pharmacy.



N = 325

