



Sticker Shock at the Pharmacy? DTC's Got You Covered.

Your prescription costs are about to get much lower.

The Direct-to-Consumer (DTC) Model

Can't get the medication you want through your medical or pharmacy plan? DTC platforms are offering medications at dramatically reduced cash prices.

What You Need to Know

Since DTC pharmacies sell medications directly to patients, you can access drugs at prices often **60–80% below retail**. These options are ideal when a drug isn't covered by your plan, your out-of-pocket cost exceeds the cash price or you want a more affordable alternative.

DTC MODELS ARE CASH-PAY ONLY

This means they operate separately from your employer-sponsored health plan. Always check whether your plan covers a medication first, as cash purchases generally **do not** count toward your deductible or out-of-pocket maximum.

How to Get Started

1. **Check whether your medication is covered** by logging on to your benefits portal or calling the number on your health insurance ID card. Note that some plans include drug discount cards as part of their coverage.
2. **Compare the cash price** by visiting one of the DTC pharmacies listed here.
3. **Ask your doctor** to send your prescription to one of the DTC platforms listed here.

DTC Pharmacy Sites

- **TRUMPRX**
This government portal connects patients to manufacturer DTC sites and coupons, which are available at pharmacies nationwide.
- **GOODRX**
This drug discount card aggregator offers free coupons and a drug price comparison tool. Savings vary.
- **MARK CUBAN COST PLUS DRUG COMPANY**
This DTC pharmacy offers transparent cost plus pricing on generic and biosimilar medications only.
- **MANUFACTURER OFFERINGS**
Some manufacturers, such as LilyDirect and NovoCare, offer direct-to-patient programs with an eligible prescription. These programs generally allow medications to be filled through their mail-order model or in partnership with a national retail pharmacy.

This flyer is for general informational purposes only and does not constitute insurance, medical, legal or financial advice. Prices are subject to change.