

# Illuminating new pathways to better health

LucyRx is an independent prescription care partner bringing radical transparency and flexibility to a system that's ripe for reform.

We uncover what's hidden, clarify what's convoluted, and give you the power to design plans that work for you. With complete cost visibility, real-time insights, and a care model that treats people like people, we're turning pharmacy from a black box into a benefit you can actually manage.

## Built purposefully to do things differently

- **Operating independently:** Providing true flexibility, so coverage decisions stay in your hands.
- **Acting as your fiduciary:** Direct pass-through rebates and no hidden fees, aligned to the best net value.
- **Committed to relentless innovation:** LucyIQ™ analytics and NDC-11-level reporting for audit-ready visibility.
- **Led by seasoned professionals:** Healthcare and benefits operators with decades of experience delivering at scale.

## LucyRx Highlights

- Privately held, **independent PBM**
- Founded in 2023 with **15 years** of operational excellence
- HQ: **Bethesda, MD**
- Serving all **50 states**, Puerto Rico, and USVI
- **300+** employees
- **4,000+** plan sponsor clients
- **1.65M** members supported
- **97%** client retention
- **65** client NPS

## Better prescription care requires a better playbook

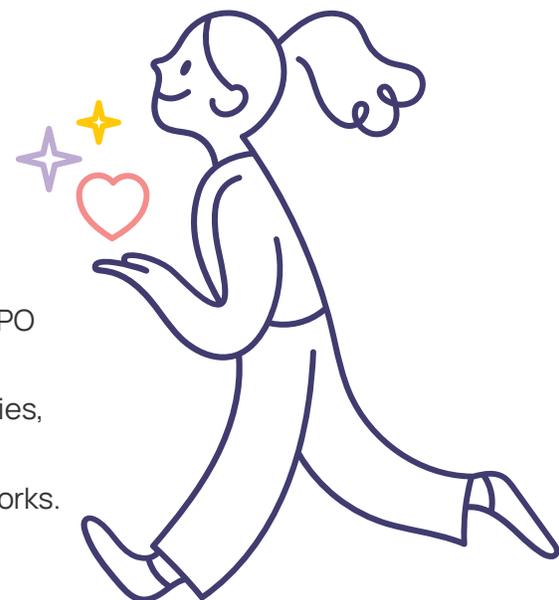


### EMPOWERED CHOICE

#### Unlocking what's often restricted.

Plan sponsors are free to shape coverage and solutions around their population, instead of being locked into a single PBM model.

- **Unlimited Formulary Marketplace** removes exclusive network/GPO constraints and keeps coverage decisions in employers' hands.
- **Tailored formularies and strategies** across high-impact categories, with flexibility as needs change.
- **Better access** across mail and specialty, without restrictive networks.





## ENLIGHTENED COST

### Clarifying what's often complicated.

Simplified economics model ensures LucyRx and plan sponsors align on where dollars go, so you can manage to the best net value with audit-ready clarity.

- **Direct pass-through rebates and no hidden fees** provide transparency.
- **LucyIQ analytics** translate claims into insight you can act on, including what's driving spend and what's changing outcomes.
- **NDC-11-level reporting** so employers can track utilization, outcomes, and net cost with confidence.



## ELEVATED CARE

### Focusing on what's often forgotten.

We make pharmacy human, so members feel guided when therapy is complex, expensive, or time-sensitive, and HR isn't stuck playing middleman.

- **Care Guides** provide one-to-one support from registered nurses, licensed pharmacists, and U.S.-based certified pharmacy technicians.
- **Fewer delays and handoffs** through clear navigation, proactive outreach, and coordinated issue resolution.
- **Connected Specialty Care Network** supports faster starts and tighter coordination across prescribers, pharmacies, and the plan.

## Expert guidance from a partner that acts as an extension of your team

You get clinical and operational expertise to turn strategy into measurable performance.

- **Proactive, responsive client success teams** who stay close to implementation and ongoing performance.
- **Clinical strategists** who help evaluate categories, anticipate change, and tighten management without blunt utilization tactics.
- **Program and performance governance** grounded in data and outcomes, not vendor preferences.

**Ready to see prescription care in a new light? Connect with us today.**

Prescription care  
brilliantly reimagined

877.846.3397  
[lucyrx.com/contact-sales](https://lucyrx.com/contact-sales)