

## GlicRx Landing Page Best Practices

Below, please find pre-approved and required landing page copy. While the copy and images are preapproved, you **MUST** submit your creative to Glic Health prior to making it live.

**YOUR NAME** is proud to announce we have exclusive access to GlicRx!

GlicRx provides a free discount card that saves people up to 80%\* off eligible brand and generic medications at pharmacies including Walgreens, Walmart, CVS, Publix and many more. It provides a huge relief for people who don't have prescription coverage, are underinsured or who have high co-pays.

As one of our valued users/members/customers, you have exclusive access to these discounts through the GlicRx website and mobile app. Visit the GlicRx website or mobile app via the links below to sign up and search for discounts near you!

**You must include the following language in at least size 10 font:**

**The GlicRx Prescription Savings Program is not insurance.** [This should be in boldface type]

To learn more about the GlicRx Prescription Savings Program, including eligible pharmacies, included prescriptions and related pricing, and other important terms and conditions and contact information, [click here](#) [insert deep link]. \*Prescription savings vary by prescription and by pharmacy, and may reach up to 80% off cash price.

# GlicRx Landing Page Best Practices

## Additional Support Copy:

### THE ISSUE

The spiraling cost of prescription drugs is a major concern for all Americans, often forcing people to choose between taking care of their health and paying bills.

### OUR SOLUTION

Our solution is a prescription discount card - free to everyone! Consumers can save up to 80%\* on cash purchases of eligible prescription drugs at 35,000 pharmacies.

### HOW IT WORKS

- Search for prescriptions at pharmacies near you at GlicRx.com or through the GlicRx mobile app.
- Use discount card to save up to 80%\* off.
- Show pharmacist your card at purchase.

### DISCOUNT FIGURES

When the GlicRx discount rate applies, users experience:

- 40-60% average discount per prescription
- \$50-\$60 average savings per prescription

**NOTE: Any instances of 80% discount language must include an asterisk.**

### Rules:

1. If it is in a sentence – then the asterisk should be after the percentage sign  
ex. Save up to 80%\* on your prescription medications!
2. If the 80% is in a headliner it should go after the final word in the headline  
ex. Save up to 80% on prescriptions\*
3. On every page that the 80%\* appears, the following disclaimer needs to be included at the bottom of the page: \*Prescription savings vary by prescription and by pharmacy, and may reach up to 80% off cash price. ``

# GlicRx Landing Page Best Practices

We recommend including at least the following imagery on your landing page:

## Buttons:



## "Instructions":



Search for prescriptions at pharmacies near you



Use discount card to save up to 80%\* off.



Show pharmacist your card at purchase.

## Your Card File:

**GlicRx**

Member Support  
(800) 984-4031

Bin  
023518

Group  
GHRX100

PCN  
ARX

Member ID  
001-4542

GlicRx.com and mobile app access code: GHRX100

This is not insurance. This card is free. Powered by **GlicHealth**

\*Should you include the card file image, you MUST include the back of the card as well.

## Pharmacy Logos:



## Colors:

dark green #2A524B

coral #FF8B6C

## Logo:

