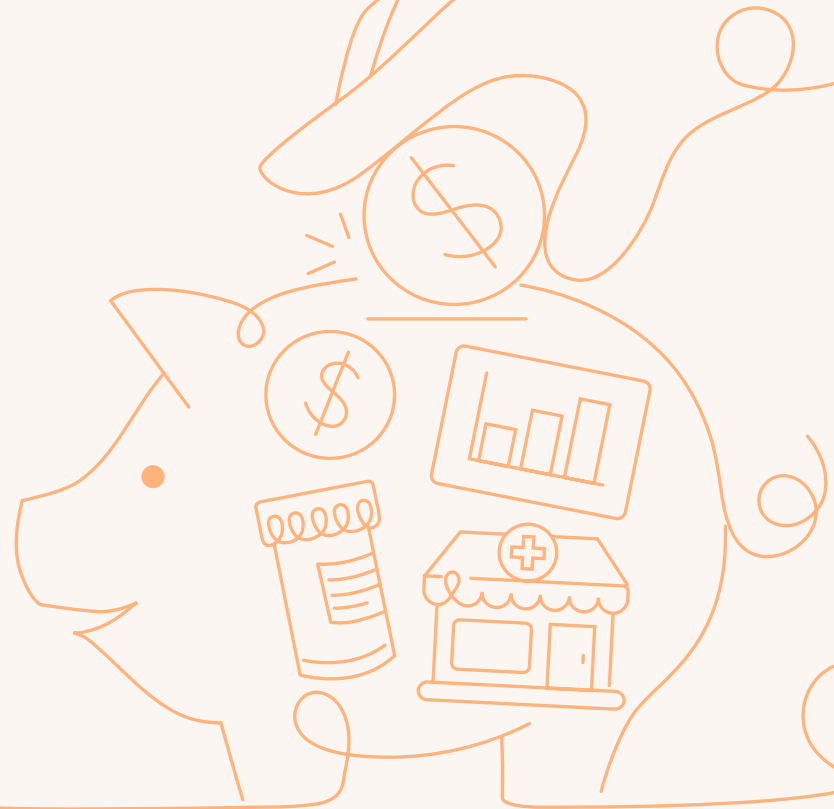


2024

# Milestones and Momentum



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# Message From the CEO

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Every day, I think about what it means to work in pharmacy benefits. This isn't an industry that gets a lot of praise. The headlines are filled with stories of hidden fees, opaque systems, and profits made at the expense of people who just want to live healthier lives.

But this is exactly why SmithRx exists—to be the exception in a broken system.

This year, I've often thought about the story of a blacksmith. A blacksmith doesn't create for himself. He creates tools for others. He doesn't chase perfection; he chases purpose. Every strike of the hammer is a commitment to something stronger.

With every program we launched, every cost-saving solution we implemented, and every experience we enhanced, we were building something stronger for our clients and members. We struck the hammer to create meaningful change—not just for today, but for the long term.

As we look ahead, our purpose remains unwavering. We are committed to challenging legacy models, driving innovation, and delivering value that goes beyond dollars and cents. Together with our clients, we're not just building a better PBM—we're building a system that works for everyone.

With gratitude and determination,



**Jake Frenz**

Founder and CEO, SmithRx



# Setting the Bar for Transparency and Savings

Every number tells a story of impact. In 2024, our commitment to transparency and trust translated into significant savings for our clients and members. Here are some of the key metrics that defined our year. These results go beyond dollars—they represent lives made healthier and systems made simpler.



**\$25**

Average Connect  
360 savings PMPM



**\$74**

Average PMPM\*



**363**

New clients  
added in 2024\*\*



**~\$200M**

Total Connect  
savings

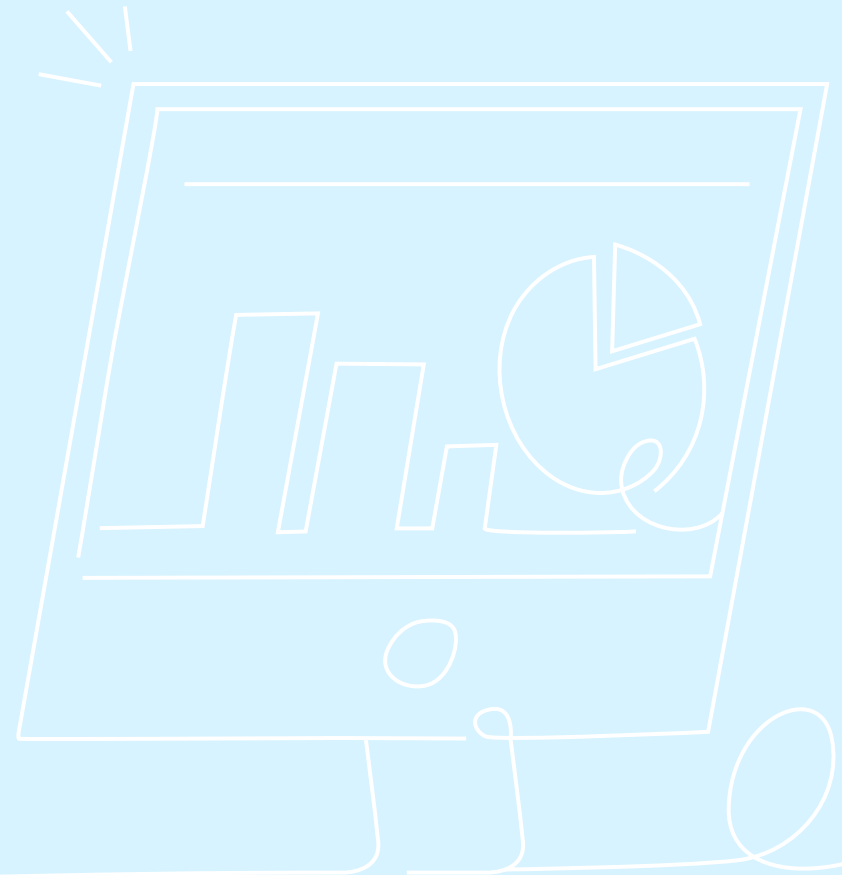
\*Compared to the pass-through PBM industry benchmark of \$102 and the legacy PBM PMPM benchmark of \$112

\*\*Bringing total clients to over 4,000



# Impact That Matters

SmithRx is redefining pharmacy benefits with programs and initiatives that drive meaningful change. In this section, explore how our innovative solutions are delivering value, enhancing experiences, and making a difference for our clients and members.



# Innovative Solutions

Connect 360, our comprehensive suite of cost-saving programs, broke new ground in 2024, delivering a total of \$200M in savings and enhanced access for our members. Some of our most exciting highlights include:



## Autoimmune Program

**90%** of claims transitioned\* to biosimilars like Yusimry— years ahead of the industry

Resulted in a **70%** cost reduction\*\* for autoimmune medications

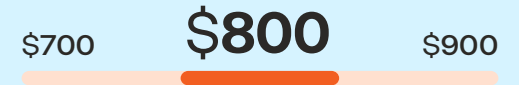
**98-99%**  
In savings



## Multiple Sclerosis Program

Delivered **98-99%** cost savings by sourcing generic alternatives

**Example:** A 30-day supply of teriflunomide, the generic equivalent of aubagio, is available for just \$16 compared to \$11,215 (the list price of aubagio).



## GLP-1 Rollout

**\$800:** Average savings from the list price of Ozempic per claim per month using alternative medications

**\$0 co-pay:** Introduced this option for diabetes and obesity management

\*Claim counts: June 2023 vs June 2024  
\*\*Monthly cost: June 2023 vs June 2024



# Empowerment Through Service Excellence

We understand that cost savings can mean little without a positive member experience. That's why in 2024, we focused on enhancing tools and support to ensure every interaction with SmithRx met and exceeded member needs.

“

Working with SmithRx has been great because as an HR Director, my priority is my team. And when my team is sick or has a special case that requires special attention, when I pass them off to SmithRx I never have to worry about the follow-up. I've never had it be so easy where my employees come back to me and say, 'Wow, they took care of it the same day.' It's actually lightened my workload quite a bit.



**Megan Enyeart**

Director of Human Resources at Clean Right Built Right

## Key Metrics



**4.4/5**

Member satisfaction score



**<7sec**

Average call wait time



**4**

Direct outreach channels





WOW, what do I say... The representative I spoke with was absolutely incredible. Prior to talking to them, I was quite upset—I was down to four pills left in a 30-day supply of chemotherapy medication, and my specialty pharmacy suddenly claimed they had changed their numbering system and couldn't refill it for me.

After speaking with SmithRx and working with this representative, I knew I had someone on my side in the fight to get the correct medication and have it filled as quickly as possible. They were with me every step of the way, checking in every couple of hours, guiding me through calls with doctors and pharmacies, and making sure everything was moving forward. It was a stressful process, but they recognized that and made sure I wasn't handling it alone. Even after I left work for the day, they kept in touch, calling back every two hours to provide updates and let me know what still needed to be done.

This person was wonderful—they wouldn't stop until they knew I had what I needed. They made sure I knew I wasn't just another number being passed around a call center. The next day, they even followed up to confirm my order was being prepped for shipment and assured me they would check in again on the delivery day to make sure everything was completed correctly.

They were knowledgeable, professional, and a joy to work with. Thank you for all your wonderful help!

**SmithRx Member**



## MEMBER TESTIMONIALS

“

I had to reach out to SmithRx today regarding a major prescription issue. I was so pleased with the way the representative handled my case—they went above and beyond. Their professionalism and compassion toward my situation really made me feel a lot better. They even did a three-way call with my pharmacy to get the situation corrected.

This was a very lengthy process, but they took the time to explain everything in great detail in a way I could understand. You don't find many people anymore with such fantastic customer service. Truly an outstanding job. Thank you very much!

**SmithRx Member**



“

The representative I worked with went above and beyond to assist us with our transition to SmithRx. We weren't fully aware of the challenges we'd face in trying to transfer prior authorizations from one company to another, but they were diligent in their follow-ups and persistent with call-backs and updates.

I couldn't have asked for a better customer service experience. I would highly recommend that they serve as a model for how customer issues should be handled—through to complete resolution.

**SmithRx Member**



“

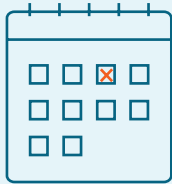
The representative I worked with was absolutely amazing. I truly have never been treated so well by a PBM representative. They were incredibly supportive, and I have no doubt they will do whatever they can to help me get a resolution to my issue. 10/10 service!

**SmithRx Member**



# Access and Savings Made Simple

We ensure members have timely, accurate, and convenient access to their lowest-cost prescriptions through industry-leading solutions. SmithRx's commitment to clinical and pharmacy excellence ensures members can access the medications they need with ease and confidence.



## 3 Calendar Days

Average Prior Authorization (PA) turnaround time.\*



## 90-Day Grandfathering

Ensures members can consult with their doctor about covered alternatives or start the PA process for necessary medications.

65K+



## 65K+ Retail Pharmacies

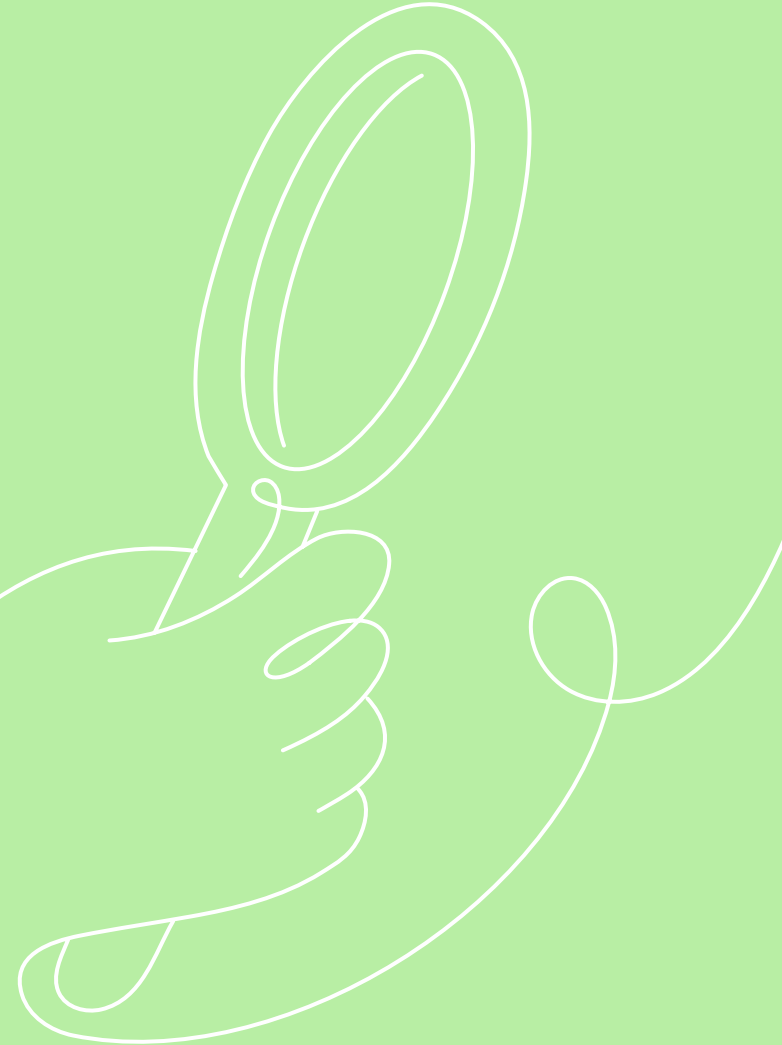
Expansive access to over 65,000 pharmacies, plus partnerships with leading specialty and mail-order pharmacy providers.

\*Urgent requests processed within 24 hours, pending required provider outreach. Does not include appeals.



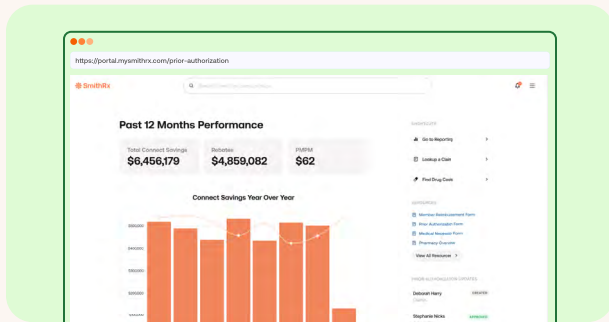
# SmithRx: Leading the Change

In 2024, we shared frameworks that demonstrate how straightforward and transparent pharmacy benefits should be. For too long, legacy PBMs have relied on complex pricing models and hidden incentives that obscure costs and hinder trust. By taking deliberate action to challenge the status quo, we're providing a clear and simple alternative that works for plan sponsors and members.



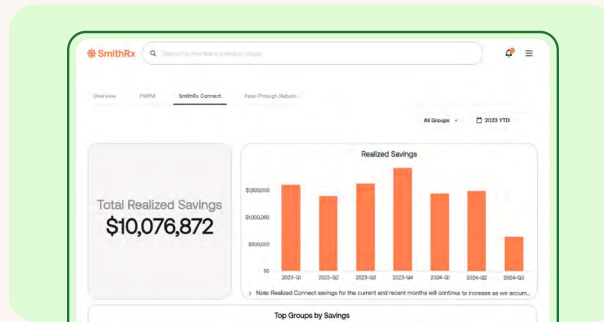
# Simplifying Access Through Technology

In 2024, we introduced several practical technology updates to improve the efficiency and transparency of pharmacy benefit management. These tools are focused on simplifying processes, reducing costs, and improving access for members and partners alike.



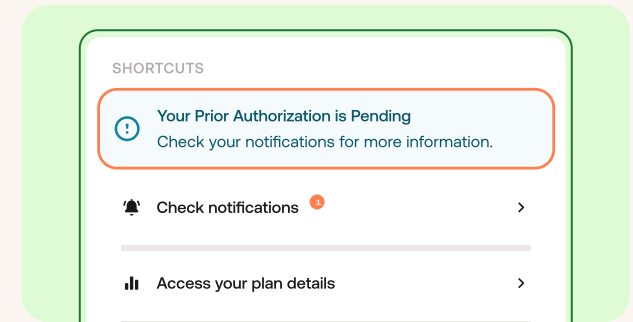
## Partner Portal 2.0

An upgraded platform providing clients with comprehensive access to key claims data, reports, and member coverage management tools, all in one place.



## On-Demand Data

Instant visibility into plan spend, rebates, Connect 360 savings, PMPM, and more. Customize timeframes with flexible date filters and easily download full or partial reports for seamless sharing.



## Real-Time Prior Authorization Tracking

A new feature enabling members to monitor the status of their prior authorization requests in real-time, ensuring transparency and timely updates.



# Diverse Integrations

SmithRx is committed to seamless connectivity and providing comprehensive solutions for our clients. We offer a wide array of integrations to support your unique needs, with a dedicated team to ensure a smooth and efficient experience. Our integration capabilities include:



**200+**

Total partners



**100+**

TPA-specific integrations



**44**

New partners added  
in 2024

*\*\*Partners\*\* refers to any entity with which SmithRx exchanges data, such as eligibility and claims information.*



# Cost-focused

Cost transparency is the foundation of meaningful savings. That's why we operate on a transparent, 100% pass-through model, ensuring every dollar spent is accounted for and aligned with your goals.



## Pass-Through Pricing

We charge the exact cost of medications without mark-ups or spread, offering complete visibility and fairness.



## Flat Administrative Fees

Our consistent and predictable fee structure simplifies budgeting and cost management.



## Rebate Pass-Through

By returning 100% of rebates to clients, we help maximize savings and ensure full transparency.

“

I have actually received phone calls from our team members thanking us for switching [to SmithRx] because what was costing them \$100 to \$200 at the pharmacy was now costing them \$50 or less.



Rena Cater

MBA, PHR, VP of HR at Eagle Transport Corp

Learn more about how SmithRx is leading the way in transparent pricing:

Defining Modern PBM Fees: A New Era of Transparency and Value.

[Learn more →](#)



# Evaluation

Evaluating PBMs can be overwhelming, but we've created clear frameworks to guide plan sponsors toward better decisions. SmithRx focuses on empowering you with the tools and data to choose a PBM that aligns with your goals.



## Cost-Based Evaluation

We prioritize **PMPM (Per Member Per Month)** costs to provide a complete view of total spending, helping clients move beyond misleading discount-focused metrics.



## Clear Contracts

We ensure every term in our agreements is straightforward and simple, like our pass-through model: no hidden fees, no complex rebate arrangements.



## Demanding Transparency

Our clients gain unrestricted access to claims data and financial details, empowering them to make informed decisions.

Explore our PBM Evaluation Guide to see how SmithRx helps plan sponsors cut through the complexity.

[Learn more →](#)



# Stories of Transformation with SmithRx

The impact of SmithRx's modern approach to pharmacy benefits is reflected in the success of our clients. By prioritizing transparency, cost savings, and member-focused solutions, we've helped organizations overcome the challenges of legacy PBMs and achieve measurable outcomes.



# St. Mary's School



## Problem

A small private school in Oregon faced escalating prescription drug costs, threatening their ability to offer comprehensive benefits to employees. Legacy PBMs offered little transparency and only added complexity with high administrative fees.

## Solution

SmithRx's pass-through pricing model ensured that every dollar spent on pharmacy benefits was fully transparent. With Connect 360 programs, St. Mary's School gained access to cost-saving options like generics and rebates while maintaining high-quality coverage for their employees.

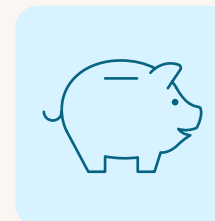
## Results



**\$100,000**  
in Rx savings within  
the first year



**43%**  
reduction in  
PMPM costs



**60%**  
overall reduction  
in prescription costs

“

This partnership has been one of the best decisions we've made. SmithRx gave us the tools to manage our pharmacy benefits in a way that supports our staff and fits within our budget.



**Kaelynn Welburn**  
Director of Human Resources, St. Mary's School

[Read the full story →](#)



# TLC Property Management



## Problem

Rising pharmacy benefits costs and lack of flexibility in traditional PBM models put TLC's benefits program at risk. Employees were facing limited options and high costs, threatening satisfaction and retention.

## Solution

SmithRx, in collaboration with The Tedrick Group, implemented a tailored pharmacy benefits plan focused on total cost reduction. The pass-through pricing model and dedicated transition support ensured a smooth implementation while maximizing cost savings.

## Results



**86%**

reduction in PMPM costs (from \$124 to \$43)



**Improved**

employee morale and satisfaction



**Transparent**

benefits aligned with employee needs

“

For TLC, partnering with SmithRx was certainly the right decision. We're seeing the results in the data. We're seeing the results in our interactions with employees. For me, it's a no-brainer.



**Chris Bos**

Chief Human Resource Officer at TLC Properties

[Read the full story →](#)



# International Beverage Distributor

## Problem

An international beverage distributor struggled with increasing PMPM costs and inefficiencies under a legacy discount-based PBM model. Their 12,000-member workforce faced escalating expenses with little relief in sight.

## Solution

SmithRx partnered with Gallagher to conduct a claims analysis and transition the client to a cost-based PBM model supported by Connect 360 programs. These included solutions like third-party sourcing and low-cost insulins.

## Results



**\$200,000+**  
savings in the first quarter



**27%**  
reduction in PMPM costs (from \$66 to \$43)



**12,000**  
employees and their dependents covered

“

SmithRx’s cost-based approach has been a game changer for us. The savings are clear, and our employees are better supported.



Client Testimonial

[Read the full story →](#)



# Building a Better Future Together

This year was about more than numbers, programs, or frameworks. It was about people—employees, families, and communities who depend on accessible, affordable pharmacy benefits. At SmithRx, we don't see challenges as roadblocks. We see them as opportunities to deliver meaningful change.

As we move forward, our commitment remains the same: to challenge the status quo, redefine what a modern PBM can be, and create solutions that truly serve the needs of our clients and their members.

Our work is not finished. Together, with our partners, we are building a new foundation for pharmacy benefits. One that prioritizes clarity over confusion, fairness over profits, and health over complexity.

SmithRx is more than a modern PBM. We are a partner in progress, a driver of innovation, and a champion for change. The journey ahead is bright, and we're ready to build the future of pharmacy benefits with you.



Let's talk about how SmithRx can help your organization achieve meaningful change.

Visit us at [www.smithrx.com](http://www.smithrx.com) to learn more or get in touch.

Learn more about SmithRx →

