



## SOLUTION BRIEF

# HIPAA S HUB FOR GOODRX

Real-Time Prescription Cost  
Transparency

### AT A GLANCE

#### CHALLENGES

- No Cost Transparency
- Prescription Abandonment
- Process Inefficiencies

#### BENEFITS

- Real-Time Pricing
- Automated Patient Notifications
- EHR-Embedded Workflow

#### OUTCOMES

- 66% improvement in adherence
- Millions of dollars saved due to readmission reductions
- 85% reduction in workflow disruptions

### OVERVIEW

Hospitals face a critical challenge: medication non-adherence leads to preventable readmissions, unnecessary provider workload, and billions in excess healthcare costs. Nearly 30% of prescriptions go unfilled due to cost concerns, leaving patients without essential treatment and driving up emergency department visits and hospitalizations.

At the same time, providers are burdened with administrative inefficiencies—pharmacists call back to request medication changes, patients inquire about alternative pricing, and care teams spend time navigating cost disputes instead of focusing on patient care.

The HiPaaS Hub for GoodRx eliminates these barriers by embedding real-time prescription pricing directly into Epic, allowing providers to see cost-saving opportunities at the point of care. Patients are instantly notified of available discounts, reducing abandoned prescriptions and ensuring that cost is no longer a barrier to treatment.

### PROVEN IMPACT

Leading hospitals that integrate real-time prescription pricing see immediate improvements in efficiency, adherence, and cost reduction:

- 30% reduction in medication-related readmissions by improving affordability and adherence.
- 50% fewer pharmacy callbacks, reducing provider time spent on cost-related medication changes.
- \$100K+ in annual administrative cost savings by eliminating manual price lookups and pharmacy follow-ups.
- Seamless Epic integration with zero disruption to provider workflows.

These outcomes translate directly into cost savings, reduced provider burden, and improved patient outcomes—all without adding operational complexity.



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### SEAMLESS INTEGRATION

Unlike standalone pricing tools or external lookup systems, the HiPaaS Hub for GoodRx is embedded natively within Epic, requiring no additional logins or workflow interruptions.

When a provider prescribes an outpatient medication, the system automatically checks for real-time GoodRx discounts. If a lower-cost alternative is available, it appears instantly within Epic. Patients who have opted into GoodRx messaging receive an automated notification with their discount, ensuring cost transparency before they arrive at the pharmacy.

For providers, this means no additional administrative work. There are no manual lookups, no coupon distribution, and no disruptions to prescribing workflows. The system operates seamlessly in the background, reducing administrative burden while ensuring patients receive the most cost-effective treatment options.

### THE BUSINESS CASE

Medication non-adherence costs the U.S. healthcare system between \$100–\$300 billion annually in preventable hospitalizations, emergency visits, and worsening chronic conditions. Health systems are under increasing pressure to reduce readmissions and lower costs while maintaining high-quality care.

By integrating real-time cost transparency at the point of prescribing, hospitals can:

- Reduce readmissions and preventable ER visits, minimizing financial penalties under CMS's Hospital Readmissions Reduction Program (HRRP).
- Lower administrative costs by eliminating staff time spent on pharmacy callbacks, medication disputes, and manual price checks.
- Improve HCAHPS scores and patient satisfaction, increasing patient trust and engagement through transparent pricing.

In an era where operational efficiency and cost containment are paramount, the HiPaaS Hub for GoodRx delivers immediate financial and clinical value.

### CONTACT US TODAY

Request a personalized ROI analysis or schedule a demo today. Contact us at [sales@hipaas.com](mailto:sales@hipaas.com) or visit [www.hipaas.com](http://www.hipaas.com) to learn more.

#### ABOUT HIPAAS

Our mission at HiPaaS is to help healthcare companies enhance patient care, save lives, and reduce administrative burdens by Supporting EPIC integrations, Driving healthcare interoperability, and Simplifying insurance administration using AI.

Founded in 2020, HiPaaS is an Inc. 5000 Fastest Growing Company with offices in India, the Philippines, and headquartered in Pleasanton, CA.

Learn more: [www.hipaas.com](http://www.hipaas.com)