Mission: Mark Cuban Cost Plus Drug Company (MCCPDC) provides complete price transparency from manufacturing to prescription delivery and everywhere in between.

Value prop positioning

- **Simplicity:** Find the drugs you need, know what it costs, track your order—whether you have insurance or not.
- **Traditional market players are driving costs up:** be it drug prices, or premiums. Remove the middlemen and convoluted pricing for a simpler, more transparent option.

Background

- Partners with smaller PBMs **enabling client members' access to drugs** from MCCPDC
- Capital BlueCross and Blue Shield of California are health plans that have MCCPDC in-network
- **2M** Accounts as of February 2023 (does not refer to actual users)

Primary differentiators

- Perceived **simplicity** for consumers.
- Leverages **Mark Cuban celebrity** status to market.
- Relentlessly finding **new ways to partner** and adapt to grow.

Key product positioning

- **MCCPDC Pricing**: [Manufacting Cost] + [15% Markup] + [$5 Pharmacy Labor] + [$5 Shipping]
- **Core positioning:** Low-cost generics delivered via home delivery.
- **Secondary positioning:** Team Cuban Card, discount card created by MCCPDC, enabled local pick up for a subset of MCCPDC medications from a limited number of pharmacies.
- **Clinical model highlights:** Self-admitted model that is, "driven by a very light-touch solution, with no app, telehealth capabilities or other features that patients typically expect".

Specialty positioning

- Very limited specialty drug generics available on the site.

Known Third-Party Vendor Relationships:

- **HealthDyne fills online orders at MCCPDC**

(Has stopped using TruePill as it ran into financial and legal challenges)

Mark Cuban Cost Plus Drug Company

EVERNORTH HEALTH SERVICES

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Usage: When you have limited time and want to make a big impact, focus on these key points to counter MCCPDC's market positioning

01

MCCPDC is not a PBM nor a pharmacy

The company markets the resentment it has to industry "middlemen;" however, the company itself is a middleman.

Relies on HealthDyne to actually fill its online orders. It is out-of-network for ESI. Stopped using TruePill as it ran into challenges and was taken out-of-network due to DEA-related issues.

Partners with PBMs to enable client members' access to its drugs.

02

Misleading data for the number of its available drugs

Promotes having ~2,000+ drugs available; however, upon investigation of its website, it tells a different story.

The true drug list is **only ~960 drugs**. MCCDPC is counting the drugs at each strength to reach its promotion count.

(For example: a generic for Precose is available at 25mg, 50mg and 100mg—Precose is counted 3 times).

03

MCCPDC is not the most affordable option on the market

The company will often cherry-pick a select number of generics to show savings while ignoring the other ~95% of generics that they don't supply. It also recently raised its Pharmacy Labor Fee by 67% ($3 to $5).

Internal studies from March 2024 show that **ESI's Price Assure is more affordable** than MCCPDC's AffirmedRx Plus offering on the majority of drugs.

AffirmedRx Plus allows MCCPDC's direct access to employers rather than working through a partnered HP or PBM.

04

Business is mainly cash-only

Company expanded to insurance with its partnerships with smaller PBMs, Blue Shield of California and Capital Blue Cross.

Connection with Capital BC is one of the older partnerships that the company created; however, sources note that **<1% of Capital BC's filled scripts** are from MCCPDC.