rightway™

Mission: Lower costs. Happier employees. A better way to do health care.

Value prop positioning

- **Transparency** using a 100% rebate pass through model.
- Pharmacy navigation to enroll members in copay programs and **streamlined access** to pharmacists.
- Clinical experts **proactively** guide members.

Background

- Founded in 2017
- HQ in New York, NY
- Estimated 1 – 5M ARx
- Two founders have little experience in the pharmacy industry
- Most notable win is Tyson Food Company (from CVS Caremark) – **Tyson still utilizes CVS for specialty pharmacy benefits**

Primary differentiators

- **Simple PMPM** offering.
- **Care Navigation** to assist members.
- **Emphasis** on transparency messaging.

Key product positioning

- **RightwayRx**: **PBM offering** was launched in 2020. Charges clients a PMPM for services.
- $5 – $6 administrative fee.
- **Care Navigation**: this was **Rightway's first product**. Provides employees of their clients a single point-of-access to navigate their health plans. Very similar offering as Accolade.
- Highlights that it has Mark Cuban's Cost-Plus Drug Company (MCCPDC) as part of its network.

Specialty positioning

- **Outsources** home delivery and specialty pharmacy capabilities to other vendors.
- **Not strong** in specialty messaging and positioning.

Known Third-Party Vendor Relationships:

- **Unknown third-party vendor for rebates and retail network contracting**
- **Uses WellDyne for home delivery and specialty pharmacy**

Instant insights

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

01 Lacks the size and scale to drive strongest economics:

Rightway manages an estimated 1M–5M ARx annually but relies on a third-party for rebate aggregation due to its size, with no public information on the third-party provider.

Rightway uses a third-party for rebate aggregation and for its pharmacy networks. Buying through another entity **adds more cost to the equation.**

02 Testimonials and touted case studies are untested

Rightway's published case studies are not telling the full-story and are not robust.

The case studies are not based on long-term, highly participative research, rather they use small sets of clients to generate seemingly positive results over a one-year period. Ex: Drug spend savings case study applies to **only 1 client**, as does its member engagement case study.

03 Makes significant exclusions in financial proposals

Pricing intel received on Rightway shows that in their proposals the company will make notable exclusions such as, excluding high-cost claimants and not accounting for increases in certain drugs.

Excludes "claimants with a drug spend over $75,000 on a single new therapies" and "increases in the utilization of GLP-1 products not included in the RFP claims file," thus **leading pricing seeming more favorable** than they would be otherwise.

04 Makes significant assumptions in financial proposals

Pricing intel received on Rightway shows that in their proposals the company will make outlandish assumptions on adoption/usage of different programs.

Proposals show >40% adoption of Alternative Funding Programs and +70% usage of discount cards for generics, which ultimately **make the financials seem more favorable** than they truly are.