

# Big 3 vs C3Rx

## Choosing the Right Pharmacy Benefit Partner

Big PBMs may be convenient, but their size often comes with hidden costs, rigid plans, and competing priorities. As an independent PBM dedicated to transparency, integrity, and service, C3Rx was built differently.

**Big 3 PBMs hide behind complexity. C3Rx makes pharmacy benefits simple, transparent, and patient-centric.**

### C3Rx

#### Full Transparency:

100% pass-through of rebates and discounts with clear, auditable reporting.

**Personalized Service & Flexibility:** Quick plan changes, custom formularies, and direct access to decision-makers.

**Aligned Incentives:** Independent from pharmacy ownership; every choice focused on lowering costs.

### Big 3 PBMs

#### Opaque Pricing:

Complex contracts, undisclosed rebate retention, and hard-to-audit costs.

**One-Size-Fits-All:** Standardized plans with slow, bureaucratic change processes.

**Conflicted Incentives:** Steer members toward their own pharmacies and high-margin drugs.

## The C3Rx Difference

C3Rx is an independent Pharmacy Benefit Manager (PBM) that prioritizes transparency and member health to provide tailored and sustainable prescription benefits.

**Let's build a pharmacy benefit plan that works for you, not against you.**

## Contact us today

Call or Text 866-330-8780 | [c3pbm.com](http://c3pbm.com) | [cs@c3pbm.com](mailto:cs@c3pbm.com)



## What Guides C3Rx



**Service:** Careful, persistent work delivered with humility and dedication.



**Integrity:** Ethical business guided by the Golden Rule.



**Transparency:** Clear, open disclosure of all transactions, rebates, and fees.



**Innovation:** Courage to find new solutions that put members first.