

scripthero

For Prescribers ▾ Articles Discount Search

Search by medication name | Create account | Sign in

Welcome to ScriptHero.

Find discounts, coupons, and savings programs on top medications.

Ophthalmology brands

- TRAVATAN Z® (travoprost ophthalmic solution) 0.004% drops
 - Free shipping
 - Get it shipped
 - Pick up in store
- DUREZOL® (dexamethasone ophthalmic emulsion) 0.05% drops
 - Shipping coming soon
 - Sign up to be notified when shipping is available
 - Pick up in store
- ILEVRO® (nepafenac ophthalmic suspension) 0.3% drops
 - Shipping coming soon
 - Sign up to be notified when shipping is available
 - Pick up in store

Other Ophthalmology

- Besivance
- Ceqvia
- Combigan
- Lumigan
- Prolesta
- Restasis
- Simbrinza
- Xidra

Request your brand is added to the list →

Respiratory brands

- SPIRIVA® (tiotropium bromide) 2.5 MCG
 - Shipping coming soon
 - Sign up to be notified when shipping is available
 - Pick up in store
- SPIRIVA® (tiotropium bromide) 12.5 MCG
 - Shipping coming soon
 - Sign up to be notified when shipping is available
 - Pick up in store

Other Respiratory

- Besivance
- Ceqvia
- Combigan
- Lumigan
- Prolesta
- Restasis
- Simbrinza
- Xidra

Search for brand or generic medications

Enter your medication name

*disclaimer that runs on for about two or three sentences. Not sure how long it will be but I bet it will run on for a bit.

When to use ScriptHero

At your next Dr. appointment

If you already have a prescription

Send your next prescription to ScriptHero.

- Your Doctor selects ScriptHero just like any other pharmacy.
- You'll see pricing at local pharmacies.
- And choose which pharmacy to send your prescription.

What happens when I send my prescription to ScriptHero?

Are you a Doctor? Learn about using ScriptHero in your office.

66 Real Stories from Real Customers

Great savings and very easy! -Bob B.

It was quick and easy and I saved \$140 on one medicine. Thank you very much! -Friday S.

I have had wonderful experience with ScriptHero. It is easy to access -

James Weaver
Sr. UX Designer

ScriptHero.com is a cash discount marketplace for prescription medications. Patients can download a discount card which can be used at a pharmacy to save on the cost of their medications. The uninsured and underinsured are the core user of this product.

How might we provide even more value to the insured and underinsured?

The team was leveraging 2 data sets which would allow us to provide insurance quotes to patients. Along with this functionality, we also wanted to rethink the look and feel of the following pages.

- Home
- Therapeutic area
- Insurance
- Insurance estimate
- Therapeutic alternative

My Role: UX Lead

Guide research and design as a part of a new reskin and functionality update to ScriptHero.com

Updated

Home page redesign

(Scroll to see entire page)

We wanted to update the look and feel of the page without doing a major brand update. I focused on 2 main aspects of the design -- the grey background sections and graphics.

I partnered with an illustrator from the marketing team to update the isometric graphics you see in the updated version and worked in parallel when rethinking the background components.

Existing

The existing home page design features a white background with a central content area containing various sections like 'How Much Can You Save On Your Prescriptions?' and 'Why You'll Love ScriptHero'. A grey sidebar on the right contains sections for 'Ophthalmology brands', 'Respiratory brands', and 'Other Respiratory'. The overall layout is clean and organized.

The updated home page design features a blue background with a central content area containing various sections like 'Welcome to ScriptHero.', 'When to use ScriptHero.', and 'Real Stories from Real Customers'. A grey sidebar on the right contains sections for 'Ophthalmology brands', 'Respiratory brands', and 'Other Respiratory'. The overall layout is more visually appealing and modern, with the blue background providing a strong visual identity.

Therapeutic Area

(Scroll to see entire page)

In addition to the homepage, we also needed to update the therapeutic area page template.

The page needed to support dozens of medications per therapeutic area which users should be able to filter through and select from.

The existing page was hard coded to support a dozen medications and was outdated from a visual perspective.

I leveraged the same illustrator to help with the illustrations and again worked in parallel on everything else you see in the updated version.

Existing

scripthero®

How It Works

Blog

For Prescribers

Create account

Sign In

Ophthalmology Medications

Helping patients save on top ophthalmology products

Sometimes the ScriptHero price is the best option, but sometimes it's not.
There may be a manufacturer savings program designed for you.

Medication name	ScriptHero Price Recommended for medicare, underinsured and uninsured patients	Manufacturer Savings Programs
Travatan Z® 0.004% Eye Drops Qty: 2.5 mls	\$55 / mnth Get Discount  Shipping available	Not available
Durezol® 0.05% Eye Drops Qty: 5 mls	\$60 / mnth Get Discount	Not available
Ilevro® 0.3% Eye Drops Qty: 3.0 mls	\$60 / mnth Get Discount	Not available
Prolensa® 0.07% Drops Qty: 3 mls	\$302.35 and up Get Discount	Eligible commercially insured may pay*: \$35* Eligible uninsured patients may pay: \$75* Eligible Medicare Part D patients may pay \$60* View savings program →
Besivance® 0.6% Eye Dropper Qty: 5 mls	\$112.43 and up Get Discount	Eligible commercially insured may pay*: \$25* Eligible uninsured patients or not covered patients may pay as little as \$60* View savings program →
Combigan® 0.2%-0.5% Drops Qty: 5 mls	\$198.36 and up Get Discount	Eligible commercially insured: Pay as little as \$30 per prescription* View savings program →
Xiidra® 5% Drioperette Qty: 60 units	\$573.93 and up Get Discount	Eligible commercially insured: Pay as little as \$0* View savings program →
Restasis® 5% Drioperette Qty: 60 units	\$613.89 and up Get Discount	Eligible commercially insured: Pay as little as \$0* View savings program →
Lumigan® 0.01% Drops Qty: 2.5 mls	\$220.85 and up Get Discount	Eligible commercially insured: Pay as little as \$30 per prescription* View savings program →
Simbrinza® 1%-0.2% Eye Dropper Qty: 8 mls	\$176.49 and up Get Discount	Eligible commercially insured: Pay as little as \$30 per prescription* View savings program →
Cequa® 0.09% Drioperette Qty: 60 units	\$507.27 and up Get Discount	Eligible commercially insured: Pay as little as \$5 per month* View savings program →

The landing page for ScriptHero is designed to showcase the company's key features. It features a clean, modern layout with a white background and a blue header bar. The main headline, "Why You'll Love ScriptHero", is centered at the top. Below this, the page is divided into four main sections, each with a title, a brief description, and an accompanying illustration. The first section, "Transparency", shows a small pharmacy building with a speech bubble containing a dollar sign, indicating price transparency. The second section, "Flexibility", shows a laptop and a smartphone displaying prescription forms, symbolizing the ability to compare prices from home. The third section, "Control", shows a hand holding a prescription, representing the ability to manage prescriptions. The fourth section, "Customer Support", includes the company's logo and a circular badge indicating a 2019 NCPAP approval. At the bottom, there are links to the App Store and Google Play, and a footer with copyright and policy information.

Why You'll Love ScriptHero

Transparency

See the price of your prescription before getting to the pharmacy. No more surprises, confusing rebates or hassling with insurance.



Flexibility

Compare cash prices and pharmacy locations for your prescription from the comfort of your couch.



Control

With 62,000+ pharmacies in our network, we can transfer your prescription literally almost anywhere you want.



ScriptHero Info

- [Discount Search](#)
- [How it works](#)
- [FAQs](#)
- [Blog](#)
- [Join our team](#)

Customer Support

8 a.m.–7 p.m. ET
Monday–Friday

Phone: 614-555-5555
Email: help@scripthero.com

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Updated

scripthero®

How It Works

Blog

For Prescribers

Create account

Sign In

Ophthalmology Medications

Helping patients save on top vision products

Find discounts, coupons, and savings programs on top ophthalmology medications. Select a medication to get started.

✓ Medicare
✓ Commercial/Private

✓ No coverage
✓ Other Gov-Sponsored

Patient savings

We've saved patients **\$17 million** on these medications. An average of **\$188** savings per patient.*

TRAVATAN Z®

(travoprost ophthalmic solution)
Choose between 3 forms

Get started

Shipping available

DUREZOL®

(difluprednate ophthalmic emulsion)
Choose between 3 forms

Get started

ILEVRO®

(nepafenac ophthalmic suspension)
Choose between 2 forms

Get started

*Patient savings estimates are based on comparing average retail prices at ScriptHero's network of pharmacies and ScriptHero discount card prices. Savings estimates based on transactions through May 2021.

Find Your Ophthalmology Medication

Search by medication name

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | All

BESIVANCE®

(travoprost ophthalmic solution)
Choose between 3 quantities

Get started

CEQUA®

(difluprednate ophthalmic emulsion)
Choose between 3 quantities

Get started

COMBIGAN®

(nepafenac ophthalmic suspension)
Choose between 2 quantities

Get started

BESIVANCE®

(nepafenac ophthalmic suspension)
Choose between 3 quantities

Get started

CEQUA®

(travoprost ophthalmic solution)
Choose between 3 quantities

Get started

COMBIGAN®

(difluprednate ophthalmic emulsion)
Choose between 2 quantities

Get started

LUMIGAN®

(nepafenac ophthalmic suspension)
Choose between 2 quantities

Get started

PROLENSA®

(nepafenac ophthalmic suspension)
Choose between 1 quantities

Get started

RESTASIS®

(travoprost ophthalmic solution)
Choose between 3 quantities

Get started

SIMBRINZA®

(difluprednate ophthalmic emulsion)
Choose between 2 quantities

Get started

XIIDRA®

(nepafenac ophthalmic suspension)
Choose between 2 quantities

Get started

ZEPLIN

(Gerneric for PROLENSA)
Choose between 2 quantities

Get started

[View All](#)

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Why You'll Love ScriptHero

Transparency

See the price of your prescription before getting to the pharmacy. No more surprises, confusing rebates or hassling with insurance.

Flexibility

Compare cash and insurance prices at pharmacy locations for your prescription from the comfort of your couch.

Control

With 62,000+ pharmacies in our network, we can transfer your prescription literally almost anywhere you want.

scripthero®

www.scripthero.com

01/04/19

APPROVED

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Customer Support

8 a.m.-7 p.m. ET

Monday-Friday

Phone: 614-555-5555

Email: help@scripthero.com

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ScriptHero Pharmacy

41 S. High Street

Columbus, OH 43215

NCPDP 0000000

Fax: 614-555-5555

Phone: 641-555-5555

Download on the

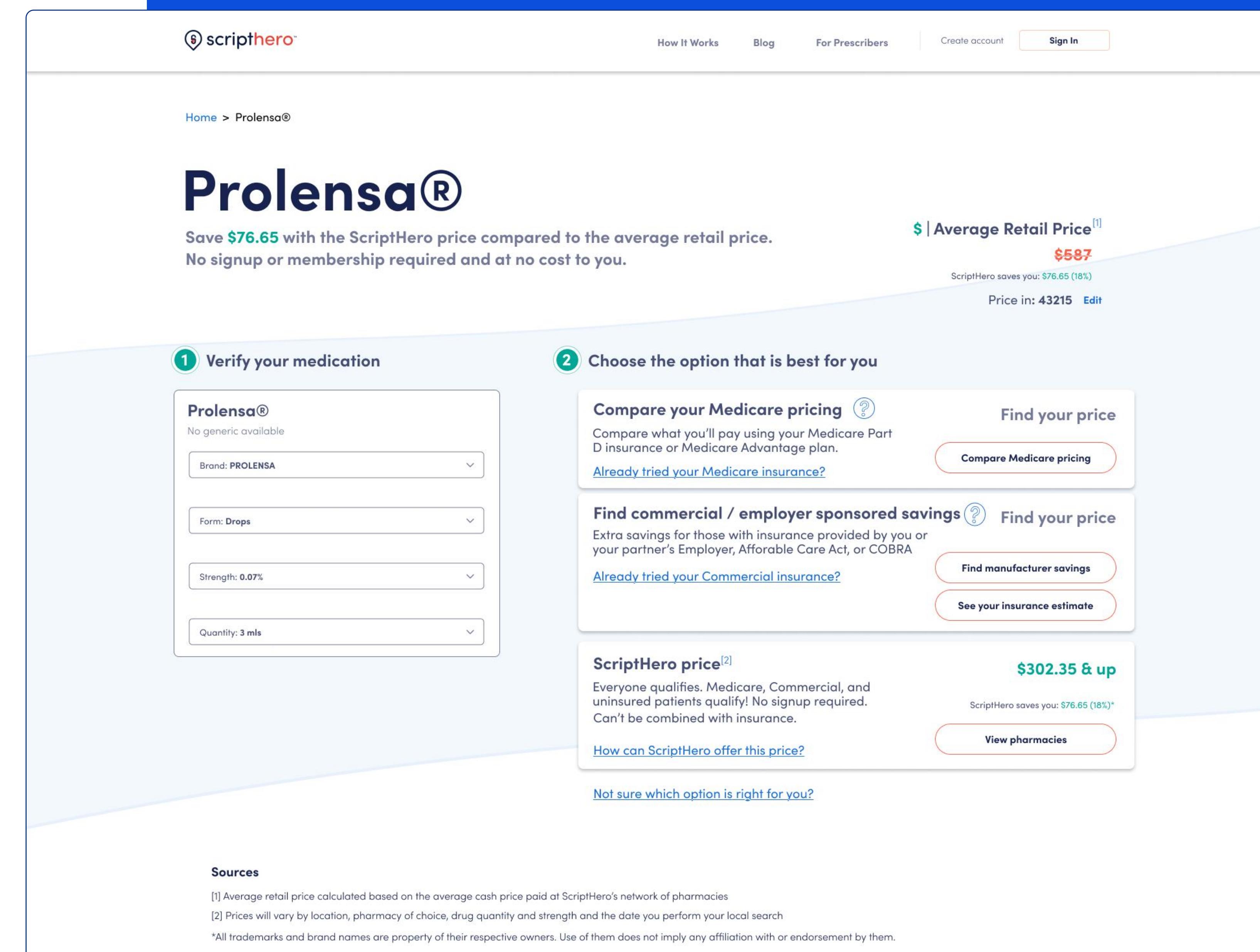
Google Play

Insurance options

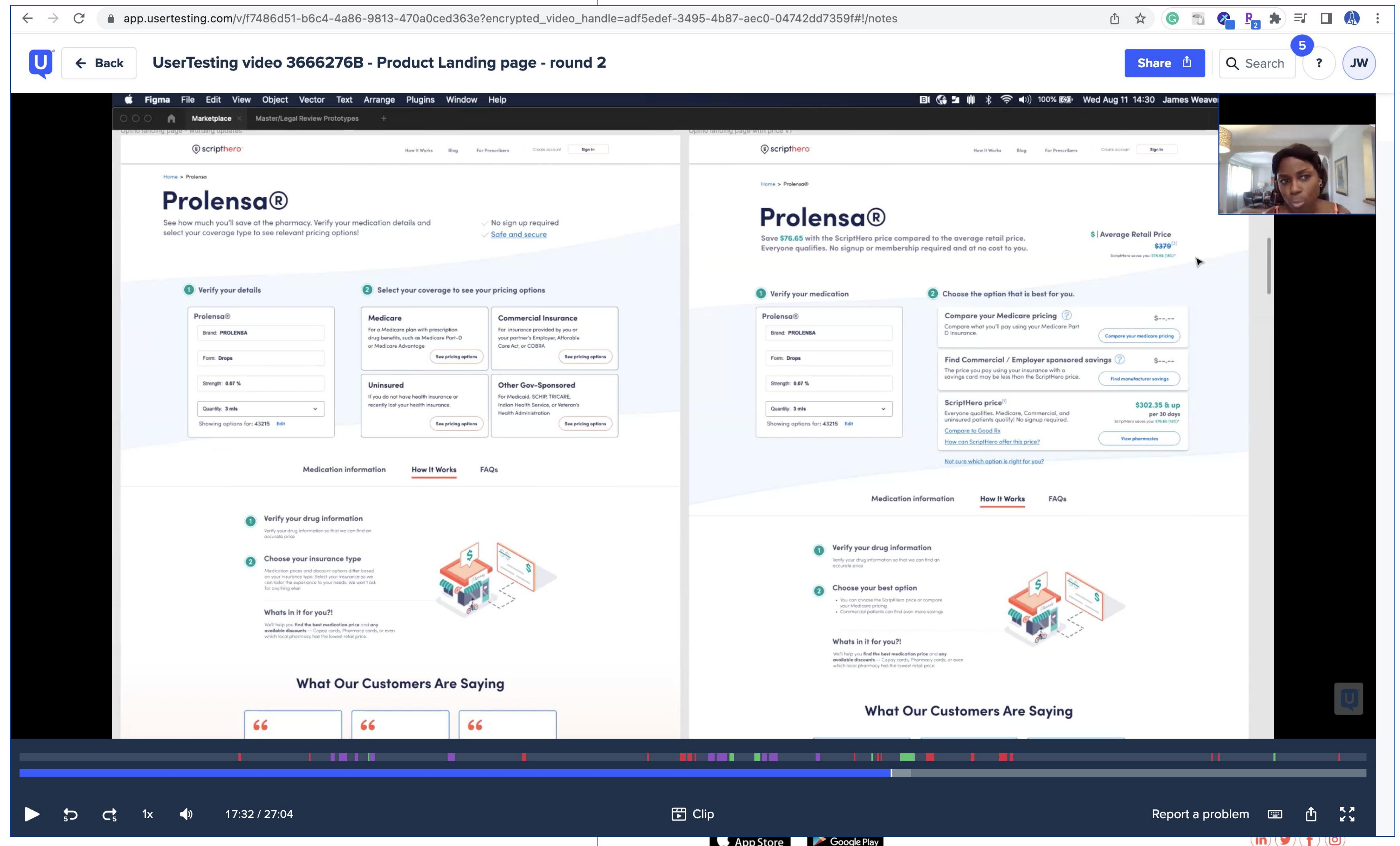
(Scroll to see entire page)

Providing patients with their policy insurance pricing alongside ScriptHero's cash discount pricing was the main goal for the business.

This was based on our team's prior research which consisted of 2 diary studies and 75 conversations with providers.



The screenshot shows the ScriptHero product landing page for Prolensa®. At the top, there's a navigation bar with links for 'How It Works', 'Blog', 'For Prescribers', 'Create account', and 'Sign In'. The main heading is 'Prolensa®' with a subtitle 'Save \$76.65 with the ScriptHero price compared to the average retail price. No signup or membership required and at no cost to you.' To the right, there's a price comparison section showing '\$ | Average Retail Price' at \$587 and 'ScriptHero saves you: \$76.65 (18%)'. Below this, there are two main sections: '1 Verify your medication' and '2 Choose the option that is best for you'. The 'Verify your medication' section contains fields for Brand (PROLENSA), Form (Drops), Strength (0.07%), and Quantity (3 mls). The 'Choose the option that is best for you' section includes 'Compare your Medicare pricing' (link to 'Find your price'), 'Find commercial / employer sponsored savings' (link to 'Find your price'), and a 'ScriptHero price' section showing '\$302.35 & up' with a note that it applies to everyone. There are also links for 'View pharmacies', 'How can ScriptHero offer this price?', and 'Not sure which option is right for you?'.



The screenshot shows a Figma wireframe of the product landing page for Prolensa®. The left side shows the 'UserTesting video 3666276B - Product Landing page - round 2' interface, and the right side shows the 'Optimo landing page with price v1' interface. Both versions are displayed side-by-side. The wireframe includes various sections: 'Verify your details', 'Select your coverage to see your pricing options' (Medicare, Commercial Insurance, Uninsured, Other Gov-Sponsored), 'Verify your medication' (Brand: PROLENSA, Form: Drops, Strength: 0.07%, Quantity: 3 mls), 'Choose the option that is best for you' (Compare your Medicare pricing, Find Commercial / Employer sponsored savings, ScriptHero price), and 'Sources' (with notes about average retail price, prices varying by location, and a note about trademarks). A video player at the bottom shows a user testing session with a woman in a video call, and a progress bar at the bottom indicates the video is at 17:32 / 27:04.

Prescription card details

(Scroll to see entire page)

In order to display a cost comparison to the user we needed them to enter their insurance details. This was a problem for users for many reasons and proved challenging in user testing.

However, several of the users were able to find their details and enter into the demo to see a cost breakdown.

These users gave exceptionally good feedback about Scripthero and this functionality. They gave specific feedback that this site would help patients understand how to afford and access their medications.

The screenshot shows the ScriptHero website. At the top, there is a navigation bar with links for 'How It Works', 'Blog', 'For Prescribers', 'Create account', and 'Sign In'. The main content area features a prescription card with an 'Rx' symbol and a dollar sign. The card is labeled 'Prolensa®' and 'Drops | 0.07% | 3 mls'. Below the card, there is a section titled 'Compare your insurance estimate to other savings options' with a sub-section for 'What you'll need' (Rx BIN required), 'What we're doing with your card details' (prescription card details as a barcode for health plans), and 'What you'll get' (average insurance price, price range, and savings programs). A box shows 'Card details' with RxBIN 012345, RxPCN ABC, Group ID RX1234567, and 1,389 prices found. Below this, there is a section titled '66 Real Stories from Real Customers' with three testimonies from users. At the bottom, there is a section titled 'By the numbers' with three circular icons: '\$24 million' (Amount ScriptHero saved patients in 2020), '74%' (Average savings on prescriptions), and '7' (Exclusive discounts through ScriptHero). The footer contains links for 'ScriptHero Info', 'Customer Support', 'For Prescribers', and social media icons for LinkedIn, Twitter, Facebook, and Instagram. There is also a link to 'Download on the App Store' and 'GET IT ON Google Play'.

Therapeutic Alternatives

(Scroll to see entire page)

Now that we had the patient's insurance details we could show them a true comparison, all in one place. They would normally have to contact their pharmacist for insurance pricing and now they could see it on ScriptHero.

In addition to insurance pricing, we went 1 step further by showing alternative therapeutic medications. In some cases the alternative medications would be hundreds of dollars cheaper than the written prescriptions.

This was a huge value add to patients and got great feedback from our user participants.

The screenshot shows the ScriptHero website for Prolensa. At the top, there are navigation links: How It Works, Blog, For Prescribers, Create account, and Sign In. The main content area shows the product name "Prolensa®" and its price: "Drops | 0.07 % | 3 mls". It compares "Option A: Using your Commercial insurance" (Anthem MediBlue Access (PPO), \$587) with "Option B: Not Using your Insurance" (ScriptHero Price, \$302.35). It also lists "Therapeutic Alternatives" like Bromfenac and Diclofenac Sodium, showing savings compared to Prolensa. A "What drugs are covered?" link is visible on the right.

The screenshot shows a user testing session on the ScriptHero website. The video player interface is visible, with a video of a user interacting with the site. The video player controls include a play button, volume, and a progress bar showing 27:14 of a 42:52 video. The main content area is identical to the one above, displaying Prolensa pricing and therapeutic alternatives. A "Notes & clips" panel on the right shows a clip from 26:32 to 33:37 labeled "Alternative Therapy" and a clip from 34:04 to 35:59 labeled "PA Feedback in general".