

# Prescription Discounts Outline

## H1: [Keyword] + *Something Creative*

The H1 must always contain the main keyword and address the problem the reader is having.

### Examples:

- Let DoNotPay find the best prices for your prescription
- Shortly introduce the drug in 1-2 sentences and include that DoNotPay can help find the best deals for the drug.
- **EXAMPLE (DO NOT PLAGIARIZE):**
  - “Plaquenil (hydroxychloroquine) is an effective medication for autoimmune conditions (such as rheumatoid arthritis and lupus) and certain types of malaria. It is typically a second-line option for RA and can be used either alone or with other medications.”
  - Below, you'll find the average prices for plaquenil and ways you can save at your local retailer.

### H1 structure:

- Write a short intro (2–3 paragraphs) where you introduce the reader to the topic, aggravate the problem, and hint at the solution (DoNotPay > faster, more convenient, automated, less frustrating way for the reader to solve their issue).
  - Highlight the problems that stem from attempting to solve the issue yourself.
- Include as many of the mandatory links as close to the top of the article as possible
- **Include the main keyword in the first ~50 words of the intro and make sure to bold that sentence**

**! The following H2s and H3s are examples/suggestions and serve to give you a general idea of the direction in which you can take your article. You DO NOT have to use all of them and are ENCOURAGED to adjust the headings according to the topic and the results your research yields.**

## H2: What is [Name of Drug]?

- Explain what the drug is, what illnesses it treats, what forms (tablet, topical, inhalant, etc) it's available in, and other general descriptions.
- You can answer
  - What it is used for (illnesses)

- How it works (what it does to body/illness when used)
- **EXAMPLE (DO NOT PLAGIARIZE):**
  - “Clobetasol (Clobex) is a very strong steroid medication used on the skin to relieve inflammation and itching caused by certain skin conditions. Generally, it should only be used for a maximum of two weeks at a time to prevent thinning of the skin and other side effects.” It is a topical and the available forms include gels, solutions, sprays, ointments, and creams.

## H2: How much does [Name of Drug] cost?

- the drug will probably have many different prices based on forms/dosages
- Mention the average cost of a particular form/dosage and mention whether it is a relatively expensive or cheap drug
- Example introduction (**DO NOT PLAGIARIZE**): “As with all medications, the [cost](#) of clobetasol propionate can vary. Factors that may affect the price you’ll pay include your treatment plan, your insurance coverage, and the pharmacy you use.”
- **Add a table with various prices depending on the dosage/form**

## H2: [Name of Drug] Coupons and Discounts

- Mention whether or not the drug requires a prescription/whether it is available over-the-counter
  - Include how the reader can potentially get a prescription (visit healthcare provider and relay symptoms)
- Go to the websites below and list participating stores that accept prescription coupons:
  - <https://www.goodrx.com/>
  - <https://www.webmd.com/rx>
  - <https://www.drugs.com/>
- Do not link to these website in your articles (unless you are writing about the best savings programs ie: “prescription cards discount”)
  - Do not blatantly take the prices you see on these sites and copy and paste. We have included an example on how to approach this section below.
- Example for “hydroxychloroquine price” (**DO NOT PLAGIARIZE**):

Hydroxychloroquine medication requires a prescription to be dispensed by a pharmacy in the United States. As a result, it is not possible to legally buy hydroxychloroquine online without first getting a prescription and hydroxychloroquine OTC is not available in the United States. The first step to getting a hydroxychloroquine prescription is consulting with a medical provider who can prescribe in the US.

The following pharmacies accept coupons and offer discounts for hydroxychloroquine”:

- Ralphs

- Costo
- CVS
- Walgreens
- Rite-Aid
- Safeway

With a valid coupon, you can potentially get a 30-day supply of hydroxychloroquine for \$16.99 (just input the lowest price you see).

## Other ways to get discounts for hydroxychloroquine

- Mail-in orders
- Order a 90-day supply
- Ask your healthcare provider or pharmacy directly
- Join a/subscribe to a prescription savings program
- etc

## H2: How to Find the Best Prescription Savings Program

- For “prescription discount programs”, “prescription cards discount”, and related keywords
- Tips the reader can keep in mind when looking for one (cost, availability, online orders, local, for chronic illnesses, etc)

## H2: Top Prescription Savings Programs

- For “prescription discount programs”, “prescription cards discount”, and related keywords
- List out the best options and create H3s to explain each
- **At the end, create a table comparing the programs and the monthly/yearly subscription or membership prices**

## H2: What is [Name of Prescription Program]/[Retailer]?

- For keywords like “kroger rx savings club”, “rx coupons cvs”, “chewy prescription coupon”

## H2: How to Save at [Retailer]

- For keywords like “kroger rx savings club”, “[rx coupons cvs](#)”, “chewy prescription coupon”
- List tips and what kinds of coupons they accept (GoodRx, Amazon, etc)
- They can also have their own savings program so mention that

## H2: Other Tips to Start Saving on Prescriptions

- If you need to make word count, add some additional tips

## H2: How to find [name of drug] discounts on your own/H2: How to Find the Best Savings Program on your own

### Examples:

- How to get the best price for your prescriptions by yourself/on your own
- How to find the best prescription savings program on your own
- Let the reader know that there are prescription savings programs like GoodRX and WebMD but keep it short.

💡 Think of something creative, adjust the H2 to your topic, and use a keyword variation if possible. The main idea here is to convey how the reader would find/do/solve their problem *on their own*. We use this to set up DoNotPay later in the article as a more efficient solution.

**This section is arguably the most important piece of the article.**

It should be incredibly straightforward, and your writing should reflect that. Show them the step-by-step procedure to solving the problem themselves. Feel free to make use of additional H3's if there are different ways to solve the problem the reader has.

Do your research and focus on the official, standard procedure(s) for solving a [keyword] problem/issue. If possible, subtly highlight how complex, tedious, and painful it can be.

## H2: Next steps for [Keyword] if you can't do it yourself

### Example:

- Next steps for getting the best price for your prescriptions if you can't do it yourself

In this section, you will explain any next steps that the reader can take if the DIY method mentioned in the previous section does not work. Be specific and detailed.

You should also stress how frustrating and lengthy this process can be but reassure the reader that there is an alternative solution.

## H2: Solve the [Keyword] with the help of DoNotPay

### Example:

- How to get the best price for your prescriptions with the help of DoNotPay
- ✓ This is where you introduce DoNotPay as the **perfect solution** to the reader's problem. Highlight the frustrations with the DIY Method, as well as the fact that DoNotPay makes the entire process super easy.

This is where you need to **aggravate the problem**. Talk about the main issues of trying to reset your password and the common problems most people face.

### How to get the best price for your prescriptions using DoNotPay:

If you want to get the best price for your prescriptions but don't know where to start, DoNotPay has you covered in 4 easy steps:

1. Go to the Prescription Discounts product on DoNotPay.<p></p>
2. Enter the name of your prescription drug and specify the specific brand if necessary.<p></p>
3. Tell us more about the dosage and form you usually receive the medication in.<p></p>
4. Enter your favorite pharmacy or retailer pick-up location.<p></p>

## H2: Why Use DoNotPay to solve the [Keyword]

This is the angle you want to take with ALL your articles, given that the appeal of DoNotPay's product comes from the fact that it's:

**Fast**—You don't have to spend hours trying to solve the issue

**Easy**—You don't have to struggle to fill out tedious forms or keep track of all the steps involved in solving your problem

**Successful**—You can rest assured knowing we'll make the best case for you


**! Tailor these value propositions to the topic you are writing about.**

## **H2: DoNotPay works across all companies/entities/groups with the click of a button**

In this section, you want to emphasize that it's not just this company, group, or individual DoNotPay can help you with. In fact, DoNotPay can help you resolve the issue with many different entities

e.g.,

- DoNotPay can help with finding prescription coupons for Rite Aid the same way it can with CVS, Costco, or Walgreens.
- Or it can help you find coupons for a plaquenil subscription the same way it could for clobetasol.

 If necessary, here's a good place to insert any mandatory links you have remaining. Explain to the reader that DoNotPay is a hub for solving your problem if you don't get what you deserve.

## **H2: What else can DoNotPay do?**

Solving this problem is just one of many things DoNotPay can help your readers with. This H2 is an excellent opportunity to introduce the readers to other content series.

Some content series that you could link to include:

- <https://donotpay.com/learn/advance-health-care-directive>
- <https://donotpay.com/learn/clinical-trials>
- <https://donotpay.com/learn/request-sick-leave>
- <https://donotpay.com/learn/help-with-bills>
- <https://donotpay.com/learn/how-to-cancel>

The idea is to keep people interested even after they've solved the problem they had when they first found us, to ensure they stay subscribed to DoNotPay for as long as possible. The best way to do this is to introduce other features/products DoNotPay offers.

This doesn't need to be anything too fancy. You can simply list out what DoNotPay can do for them (bulleted list) and link each item in the list to the related category on the DoNotPay website.

**Keep this section short—maximum 100 words.** Feel free to mix and match the items in the list depending on the topic you're writing about, and make sure to rephrase the list items and switch up the list order between articles to avoid self-plagiarism.