

Lyric Health and GoLexi Telehealth Ecosystem: Comprehensive Briefing

Executive Summary

This document provides a detailed overview of the telehealth and pharmacy subscription services offered by Lyric Health and its virtual pet care partner, GoLexi. Lyric Health provides a multi-tiered healthcare platform centered on "Total Virtual Care," integrating urgent care, primary care, behavioral health, dermatology, and health advocacy. A central value proposition of the service is its dual-tier medication subscription program: the **\$0 Acute Formulary** covering 37 common medications and the **\$200-\$5 Chronic Formulary** providing 200 medications for a \$5 flat fee. Complementing human health services, GoLexi provides 24/7/365 virtual veterinary consultations and pet-specific prescription discounts. The program is positioned as a cost-saving alternative to traditional ER or urgent care visits, with data indicating that 70% of low-acuity illnesses can be treated virtually. Access is delivered via a 24/7/365 digital platform, with the "Lyric Health Complete" package offered at a flat rate of \$65 per month for an entire household.

I. Pharmacy Subscription Programs

Lyric Health functions as a pharmacy savings advocate rather than an insurance provider. It offers direct access to negotiated Pharmacy Benefit Manager (PBM) pricing through two primary formularies.

1. Acute Medication Subscription Program (\$0)

Subscribers have access to 37 commonly prescribed acute medications at no cost.

- **Access:** Members present an electronic membership card at any of the 70,000+ in-network retail pharmacies.
- **Coverage Categories:**
 - Antibiotics (Amoxicillin, Azithromycin, Ciprofloxacin)
 - Cough/Sore Throat (Benzonatate, Tessalon Perle)
 - Pain/Fever (Ibuprofen, Naproxen)
 - Other: Ear/Eye infections, rashes, and nausea.
- **Limitations:** Coverage is restricted to specific dosages and quantities defined in the formulary.

2. Chronic Medication Subscription Program (\$5)

This program provides 200 common chronic and recurring medications for a flat fee of \$5.00 per medication.

- **Logistics:** The first fill may be picked up at a retail pharmacy. All subsequent refills for chronic medications must be processed via mail-order to maintain the \$5.00 price point.
- **Coverage Categories:**
 - **Blood Pressure/Heart:** Amlodipine, Lisinopril, Losartan, Warfarin.
 - **Diabetes:** Metformin (ER), Glimepiride, Glipizide.
 - **Cholesterol:** Atorvastatin, Simvastatin, Rosuvastatin.

- **Mental Health:** Sertraline, Fluoxetine, Alprazolam, Lithium.
- **Men's Health:** Generic Viagra (Sildenafil) and Cialis (Tadalafil) are available via mail-order only, with annual pill limits (72 for Sildenafil, 48 for Tadalafil).
- **Membership Tiers:** | Membership Type | Annual Retail Limit | Annual Mail-Order Limit |
| :--- | :--- | :--- | | Individual | 12 medications | 4 medications | | Individual + One | 18 medications | 7 medications | | Family (2 Adults + Children) | 24 medications | 10 medications |

II. Virtual Medical Services

Lyric Health utilizes a "Total Virtual Care" model to address non-emergency medical needs through licensed, board-certified physicians.

1. Virtual Urgent Care (VUC)

- **Availability:** 24/7/365 access with an average patient call-back time of under 17 minutes.
- **Process:** Members are triaged by a Care Coordinator before consulting with a physician.
- **Scope:** Treatment for cold/flu, sinus infections, UTIs, pink eye, and rashes.

2. Virtual Primary Care (VPC)

- **Core Function:** Establishing long-term relationships with a preferred provider for ongoing health management.
- **Services:** Routine checkups, blood pressure monitoring, lab orders/reviews, and specialist referrals.

3. Virtual Dermatology

- **Process:** Members upload three images of the affected area and complete an intake interview.
- **Timeline:** A board-certified dermatologist reviews the case and provides a treatment plan/prescription within 72 hours.
- **Common Conditions:** Acne, eczema, psoriasis, rosacea, shingles, and skin infections.
- **Pricing:** The program often includes three consultations per year at \$0.00, with subsequent visits at a discounted cash rate.

III. Behavioral Health Services

The platform provides a tiered mental health support system to address various levels of clinical need. | Service Tier | Provider Level | Focus Areas | Pricing/Notes || ----- | ----- | ----- | ----- ||
Virtual Counseling | Master-Degreed Counselor | Short-term problem resolution, stress, relationship issues, parenting. | Often \$0 visit fee; clinically appropriate session counts. || **Virtual Psychologist** | Licensed PhD/PsyD/EdD | One-on-one therapy, addiction, grief, life changes, symptom assessment. | \$100.00 per visit. || **Virtual Psychiatrist** | Board-Certified Psychiatrist | Diagnosis, treatment, and medication management for complex disorders (Bipolar, PTSD). | Initial: \$205.00; Follow-up: \$100.00. |

IV. GoLexi Virtual Pet Care

GoLexi is a 24/7/365 virtual veterinary service designed for "Pet Parents."

- **Market Context:** 70% of U.S. households own pets, and one in three vet visits are emergency room trips costing \$800–\$ 1,500.
- **Service Model:** Unlimited consultations via phone or video. Vets "bark back" (return calls) within one hour of scheduling.
- **Scope of Advice:** Behavioral issues, training, wellness, second opinions, and ER triage.
- **Pet Drug Savings Card:** Offers up to 75%–80% discounts on pet medications at 68,000 participating pharmacies.
- **Regulatory Limitations:** By law, virtual vets cannot diagnose or prescribe medications; they provide advice and coaching only.

V. Administrative and Operational Details

- **Pricing Packages:**
- **Basic:** \$12 per month per employee (covers the entire household).
- **Complete:** \$65 per month for the entire household, including VPC, Behavioral Health, and \$0 Acute medications.
- **Health Care Advocacy:** Lyric provides "Care Navigation" services, including medical bill reviews/audits, claims explanation, fee negotiation, and assistance with co-payments/deductibles.
- **Geographic Restrictions:** Services are notably unavailable in **Maine (ME)** and **Washington (WA)** .
- **Disclaimer:** Lyric Health is a pharmacy subscription and telehealth program; **it is not insurance**. It does not prescribe DEA-controlled substances or "lifestyle" medications. All services are subject to state-specific regulations.