The healthcare solutions you and your clients have been waiting for

Supercharge your offerings—and growth—with benefit savings

employers will love. As fiduciary advisors, trusted guides and strategic thinkers, you play a key role in helping employers design and administer high-impact benefit plans that their employees, and bottom line, will appreciate. But pharmacy costs are often overlooked, meanwhile, 72% of employers rank them as a top concern.



Prenegotiated Pharmacy Benefits

Our network of PBM contracts, enhanced with clinical solutions, specialty cost containment and international filling unlock powerful savings for groups of all sizes.

Pharmacy Benefit Consulting

Best-in-class pharmacy benefit expertise that offers your clients clinical insights, specialized Rx services, trend management and market support, that delivers pharmacy savings.

Benefit Navigation

Proactively engage employees both pre and posttreatment to help them receive the highest quality of care at the lowest cost – ultimately reducing overall spend for groups.

Medical Rebates

A frequently overlooked area that can deliver more Rx savings to your groups. We identify, secure and manage the medical rebates you're owed.

Health Engagement Platform

For TPAs ready to lead the digital healthcare age, the right tech is everything. We transform complex self-funded plans into intuitive healthcare experiences, delivering powerful savings and benefit enhancing solutions through one streamlined platform.

Hospital Debt Protection

Protect members from debt caused by hospital expenses. From financial assistance facilitation, bill review and negotiation and an easily accessible reimbursement bank to cover out-of-pocket hospital expenses, we've got your members covered.



Let's Reinvent Healthcare, Together

We help employers save significantly on healthcare, while helping TPAs grow their business and expand their product portfolio. Learn more at goodrootinc.com

Featured Technologies



Health Engagement Platform

Navigating multiple healthcare engagement tools is daunting for members. We unify the healthcare experience through one platform. Limitless healthcare possibilities, positioning TPAs at the forefront of digital healthcare transformation.



Rx Reprice Technology

Our proprietary reprice tool, styled with your logo and brand colors, brings your PBM portfolio to life. We measure the metrics that matter. You show and deliver the savings.

Case Study

TPA CLIENT PROFILE 60,000 Lives

WHAT WE DID Renegotiated existing contracts for 6 different PBMs across the TPA's book of business. RESULTS

\$14.4M Projected book of business 1-yr savings \$43.2M Projected book of business 3-yr savings

Let's talk

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