

Pitch guidelines: GoodRx Health

<https://www.goodrx.com/health>

GoodRx Health is an online resource that helps consumers make better health decisions for themselves and their families. Although the website is published by a brand (GoodRx), all content on GoodRx Health reflects our editorial team's commitment to thorough and unbiased reporting on health topics.

Our editors include physicians, pharmacists, health economists, journalists, and public health experts. We maintain strict standards for sourcing information, drawing from primary sources such as medical organizations, governmental agencies, academic institutions, and peer-reviewed scientific journals. Every article goes through edit/copy edit and medical review, and must include references.

Our publication places emphasis on health literacy and accessible language, and we expect writers to break down complex issues into stories that are engaging and easy-to-understand. We are advocates for our readers, and also want to ensure that everyone feels welcomed on our site and that our content is useful to all.

Our major areas of coverage include:

- Chronic/acute conditions
- Medications (primarily prescription drugs, but also OTC and supplements)
- Personal finance x healthcare (affording/accessing medical care, how to pay for it, health insurance, navigating Medicare/Medicaid, medical debt, etc)
- Pet health
- Patient/"real person" health stories (these can be first-person essays or "as-told-tos")
- Healthy lifestyle/well-being (eg. movement/exercise, diet/nutrition, healthy relationships, sleep, etc)

Our content is meant to be evergreen and service-driven, and we try to ensure our content is actionable as well as informational. We rarely cover breaking news (outside of major FDA approvals). However, we are interested in writing about topics that are fresh in readers' minds, clearing up misinformation, and answering their pressing questions. Writers should be comfortable working with SEO guidance and understand how to incorporate their suggestions while still maintaining a keen sense of editorial judgment.

Our clinical and drug-related content is typically written by experts, and we use writers who are also physicians, nurses, pharmacists, veterinarians, or hold other credentials. We aim to have freelance clinical writers and reviewers with specific areas of expertise to ensure that the info we're covering is up-to-date and reflective of real-world clinical practice. We also work with experienced freelance health journalists, particularly on our personal finance, patient stories, and well-being content.

Rates are approximately \$1/word for new stories and we like to work with writers who can tackle multiple pieces/month. Some writers also work with us to update existing stories. Stories can run anywhere from 500 to 2,000 words, although most are around 1,000 words.