

COST OF CARE:

How GoodRx can help your patients overcome adherence barriers

As healthcare becomes increasingly unaffordable, patients are often unable to shoulder the weight of these rising costs, resulting in poor health outcomes due to lack of treatment adherence. In this webinar hosted by Dr. Mark Diaz, Cost of Care Specialist Dr. Mauricio Gonzalez will discuss what contributes to healthcare costs and adherence barriers, and how GoodRx can help patients save on the medications you prescribe—completely free of charge.

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Meet Dr. Mauricio Gonzalez

Dr. Gonzalez is an internal medicine and ER physician based in NYC known for his work debunking myths and promoting science during the COVID-19 pandemic. He is also the founder of the Veggie Power Summit—the largest plant-based conference in Latin America and for Spanish speakers in the U.S.

Join Dr. Gonzalez as he discusses how to have cost-of-care conversations with your patients, promote treatment adherence and advocate for their healthcare using GoodRx.

Learn more about Dr. Gonzalez:

 veggiepowersummit.com  [@drmauriciogon](https://twitter.com/drmauriciogon)
 [/DrMauricioGonzalezArias](https://www.youtube.com/DrMauricioGonzalezArias)  [@dr.mauriciogonzalez](https://www.instagram.com/dr.mauriciogonzalez)



Meet Moderator Mark Diaz

Mark Diaz, MD is a Board-Certified physician in Family Practice and Occupational Medicine. Dr. Diaz is a founding member of the National Hispanic Medical Association, the National Hispanic Health Foundation and the National Hispanic Pharmacists Association. He is currently the Chairman of the Board of Directors of the National Hispanic Health Foundation.