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## Amazon Pharmacy to offer Novo Nordisk’s Wegovy pill (oral semaglutide) through its digital pharmacy – January 9, 2025

*Follows US launch of the Wegovy pill on [Monday](#). Amazon Pharmacy offers free two-day delivery nationwide and additional savings options for Prime members*

Amazon announced [today](#) that it now offers Novo Nordisk’s Wegovy pill (oral semaglutide) through its digital pharmacy platform. Amazon Pharmacy will offer the medication through “[most insurance plans](#)” for as little as \$25/month, as well as a self-pay option starting at \$149/month. Pricing is identical to Novo Nordisk’s offering that launched in over 70,000 pharmacies earlier [this week](#). And, no kidding, this vending machine pick-up option exists right here, right now for those who live in Los Angeles.

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### Amazon Pharmacy offers free two-day delivery and PrimeRx discount service for up to 40% off

[Amazon Pharmacy](#) is a full-service online pharmacy that delivers prescriptions to patients’ homes. To fill a prescription through the service, customers ask their healthcare provider to send the prescription directly to Amazon Pharmacy. Then, customers must sign up for Amazon Pharmacy, provide payment and insurance information, and place the first order – similar to conventional Amazon shopping – to initiate filling and delivery. For the first fill, customers can choose either the insurance copay or the self-pay price option (see figure below). While this is anecdotal, we’d say that there is a wider perception of ease of use of Amazon Pharmacy compared to other pharmacies.

#### Figure 1. 30-day supply listing for Wegovy 1.5 mg tablet

**Buy with insurance, starting at**

**\$25<sup>00</sup>**

To get your exact price, transfer your prescription or call your insurance provider.

**Includes up to \$100.00 off** with coupon if eligible.

[Coupon details](#)

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OR

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**Buy without insurance, starting at**

**-88% \$149<sup>00</sup>**

Retail price: ~~\$1,348.80~~

**Includes up to \$1,199.80 off** with coupon if eligible.

[Coupon details](#)

Source: [Amazon Pharmacy](#)

Amazon Pharmacy also offers two discount services to increase the affordability of medicines. [PrimeRx](#) is a general discount program for Amazon Prime members and offers up to 80% off generic medicines and 40% off certain branded medications, and can be used by both insurance and self-pay customers. [RxPass](#), on the other hand, is a \$5/month subscription service for Prime members that provides access to a set list of common generic medications. RxPass does not use insurance, but instead offers an unlimited quantity of any of the [60+ eligible generic medications](#) for a flat monthly fee.

Medications are delivered directly to patients' homes via a free two-day delivery service. Quite unbelievably to us, the company notes that the Wegovy pill will be available to nearly half of US customers for Same-Day Delivery.

## **Amazon Pharmacy launched in 2020; could generate as much as ~\$2 billion in annual revenue in 2026**

Amazon Pharmacy launched in 2020. The service followed Amazon's acquisition of the online pharmacy [PillPack](#) for \$750 million in [June 2018](#).

Since its launch, Amazon Pharmacy has aimed to attract users with [fast delivery](#) and [pricing transparency](#). The company has not disclosed the number of patients using its platform, Evercore analyst Mark Mahaney was quoted today with an estimate that Amazon Pharmacy could generate [\\$2 billion](#) in annual revenue in 2026. Quite astoundingly to us, from 1000+ adults surveyed who order products from Amazon currently, nearly 50% said they were "extremely interested" or "very interested" in buying medicine online from Amazon, up from approximately one-third of customers last year and from just under 15% in 2020.

## **Amazon Pharmacy Kiosks will offer Wegovy pills at One Medical clinics**

In the coming weeks, Amazon will also offer the Wegovy pill through its prescription vending kiosks, currently located in select One Medical Clinics in Los Angeles, California, with [plans](#) to expand nationwide. UC Children's pediatric T2D researcher Ms. Elaine Young went an extra mile on the Los Angeles Metro to visit one of downtown LA's One Medical centers during her lunchbreak today. She generously shared her experience with the kiosk (along with numerous pictures; see below) with our team here at 804 Haight Street in San Francisco!



According to clinic staff with whom she conversed, the kiosk was installed in December and stocks a diverse range of prescriptions. Pharmacists can call into the kiosk in real time to speak virtually with patients about their medications by using one of the kiosk's many cameras.

In practice, patients who receive a prescription from a One Medical provider can pick it up without leaving the clinic, so long as the medication is in stock at the kiosk. Patients can access their prescriptions via a QR code issued by Amazon Pharmacy.

### **Amazon Pharmacy partnered with Lilly to distribute Zepbound**

Amazon Pharmacy has previously [collaborated](#) with Lilly to deliver select prescription medications, including its obesity drug Zepbound (tirzepatide). In its [March 2024](#) announcement, Amazon Pharmacy said it delivers drugs ordered from Lilly's direct-to-consumer digital platform, [LillyDirect](#). Today, Zepbound and other Lilly medicines are offered on Amazon Pharmacy.

## **Novo Nordisk launched the Wegovy pill in over 70,000 pharmacies on Monday, following FDA approval in December**

Novo Nordisk announced [Monday](#) that its Wegovy pill is available in the US at over 70,000 pharmacies, including CVS and Costco, and select telehealth providers, such as NovoCare Pharmacy, Ro, LifeMD, Weight Watchers, and GoodRx. Amazon Pharmacy joins this list with today's announcement. Wegovy became the preferred GLP-1 RA on CVS Caremark's commercial template formularies, effective July 1, 2025.

The news from earlier this week follows the Wegovy pill's [FDA approval](#) in [December 2025](#) for weight management based on the phase 3 [OASIS-4](#) (n=307). OASIS-4 demonstrated a mean weight reduction of 14% from a baseline of 106 kg (23 lbs) at Week 64. The Wegovy pill is now indicated for weight loss, long-term weight maintenance, and cardiovascular (CV) risk reduction.

The Wegovy pill is priced at a lower self-pay rate compared to the drug's injectable formulation, as shown in the table below.

<b>Dose (oral vs. injectable)</b>	<b>Pill (oral)</b>	<b>Pen (injectable)</b>
Strength #1: (1.5 mg vs. 0.25 mg)	\$149/month	\$199/month 2-month introductory offer (\$349/month thereafter)
Strength #2: (4 mg vs. 0.5 mg)	\$149/month until April 15, 2026 (\$199/month thereafter)	\$199/month 2-month introductory offer (\$349/month thereafter)
Strength #3: (9 mg vs. 1 mg)	\$299/month	\$349/month
Strength #4: (25 mg vs. 1.7 and 2.4 mg)	\$299/month	\$349/month

Source: [Novo Nordisk](#)

### **Close Concerns' Questions**

1. Will PrimeRx discounts apply to Wegovy pill orders?
2. How does Amazon Pharmacy help educate patients about titration and administration methods, which are often offered during in-person pharmacy pick-ups?
3. Which One Medical Clinic locations does Amazon plan to expand to for dispensing the Wegovy pill?

-- by Elizabeth Rose, Kat Moon, Esther Min, and Kelly Close