

CUSTOM PROPOSAL · FULL SERVICE TIER

Turn the world's #1 fitness audience into a performance & recovery telehealth franchise.

An end-to-end branded telehealth program on CloudHealth — peptides, GLP-1s, hormone optimization, sexual health and recovery — operated under the Bodybuilding.com brand with white-glove clinical and fulfillment ops.

\$6,000

per month · Full Service

IMPLEMENTATION WAIVED

One platform. Every workflow. HIPAA-compliant · 50-state licensed clinician network · Launch in 4–8 weeks

[Proposal · Bodybuilding.com](#)

PRICING AT A GLANCE			All amounts in USD · billed monthly
MONTHLY PLATFORM FEE \$6,000 / month Full Service tier — flat monthly subscription covering the entire CloudHealth platform plus white-glove operations.	ONE-TIME IMPLEMENTATION ~~\$2,000+~~ \$0 Implementation, onboarding & brand configuration waived at the Full Service tier (subject to launch complexity).	PER-ORDER VARIABLE \$5–\$8 / script Volume-tiered fulfillment fee + flat \$35 ship & supplies + \$15–\$20 monthly clinician visit. Billed only on actual orders.	

THE BODYBUILDING.COM OPPORTUNITY

Performance, recovery & longevity — built into your existing audience

WHY TELEHEALTH, WHY NOW

Your audience is already self-medicating with peptides, GLP-1s and TRT — but they're sourcing them through grey-market channels and unsupervised "research chemical" vendors. CloudHealth turns that demand into a compliant, branded, recurring-revenue program: **your storefront, your audience, our pharmacy and licensed-clinician network behind every order.** One catalog covers performance peptides (BPC-157, TB-500, CJC/Ipa), longevity (NAD+, Epithalon), recovery, sexual health, GLP-1 weight management, and hair/derm — every category your readers are already searching for.

50

STATE LICENSED CLINICIAN NETWORK

\$0

IMPLEMENTATION AT THIS TIER*

4–8wk

LAUNCH TIMELINE

100%

WHITE-LABELED TO BODYBUILDING.COM

THE CLOUDHEALTH PLATFORM — WHAT YOU GET

Replaces 5–10 fragmented vendors with a single HIPAA-compliant stack

BRANDED QUIZ & INTAKE

No-code quiz builder — Bodybuilding.com look-and-feel, conditional logic, BMI/eligibility gates, segmentation by goal (cut / bulk / recover / TRT).

EMR + ASYNC VISITS

Full medical chart, intake review, lab uploads, async + sync clinician visits, e-prescribing — all HIPAA-compliant with audit trail.

50-STATE CLINICIAN NETWORK

Licensed MDs/NPs across all 50 states. Routing handled automatically by patient address; we credential, schedule and pay them.

ORDER MANAGEMENT

Cart, checkout, subscription billing, refill scheduling, voucher/discount engine, abandoned-cart recovery — all branded.

PHARMACY INTEGRATION

Direct pipes to our compounding pharmacy partners — peptides, GLP-1s, ED, hair, hormones. No 3PL handoff, no manual rerouting.

PATIENT PORTAL & MESSAGING

Secure messaging with the clinician, refill requests, dose adjustments, lab results, order tracking — under Bodybuilding.com branding.

LIFECYCLE MARKETING

Transactional + nurture email/SMS, refill reminders, win-back, upsell to stacks — segmented by category and adherence.

ANALYTICS & REPORTING

Funnel, cohort, LTV, refill rate, per-SKU margin, clinician throughput — live dashboards plus weekly executive recap from your AM.

CX & COMPLIANCE HUB

Patient support ticketing, complaint logging, adverse-event capture, state-by-state telehealth rules engine, audit-ready exports.

MONTHLY TIER COMPARISON

All tiers include full platform · Full Service adds white-glove ops

BASELINE

\$2,000 / month

✓ Full platform access

✓ Quiz Builder & EMR

✓ Order Management

✓ Pharmacy Integration

✓ Analytics & Secure Messaging

Implementation: **from \$2,000**

GROWTH

\$4,000 / month

✓ Everything in Baseline

✓ Dedicated Account Manager

✓ Developer / Technical Support

✓ Priority response SLAs

Implementation: **may be waived**

FULL SERVICE

\$6,000 / month

✓ Everything in Growth

✓ Pharmacy Technician support

✓ Hands-on fulfillment operations

✓ White-glove clinical workflow

✓ Co-branded launch & QBR cadence

✓ Dedicated category merchandising

Implementation: **WAIVED at this tier**

PER-SCRIPT PRICING — VOLUME TIERED

0 – 2,000 scripts / mo	\$8 / script
2,001 – 4,999 scripts / mo	\$7 / script
5,000 – 10,000 scripts / mo	\$6 / script
10,000+ scripts / mo	\$5 / script
Shipping & Supplies (flat)	\$35 / script

DOCTOR CONSULTATIONS

Monthly Provider Visit	\$15–\$20
Licensed clinicians · all 50 states · rate based on contracted volume. Performance · Recovery · Hormones · GLP-1 · Sexual Health · Hair · Longevity	

PROPOSAL SUMMARY — BODYBUILDING.COM

Full Service tier at **\$6,000 / month** · one-time implementation **waived** · per-script fulfillment \$5–\$8 + \$35 ship/supplies + \$15–\$20 clinician visit, all billed monthly on actual volume. The entire CloudHealth formulary is available under the Bodybuilding.com brand from day one. Co-branded launch plan, dedicated AM, pharm-tech support, and merchandising included.

APPENDIX

Full Bodybuilding.com Formulary

Every category below ships on day one under the same MSA. Add or retire SKUs at any time — no re-implementation required.

PERFORMANCE & RECOVERY — FEATURED

Bodybuilding.com hero SKUs **\$85–\$110**

BPC-157 3mg/mL · recovery	\$85	TB-500 via stacks	\$110	CJC / Ipamorelin 1.2mg/2mg · GH axis	\$110	NAD+ 100mg/mL · longevity	\$85
Tesamorelin 3mg/mL · lean mass	\$85	MOTS-C 2mg/mL · mitochondrial	\$85	Epithalon 2mg/mL · longevity	\$85	GHK-Cu 10mg/mL · skin/recovery	\$85

GLP-1 WEIGHT MANAGEMENT

Priced per vial strength · B12 or Glycine available

SEMAGLUTIDE — 1ML VIALS

1mg \$35	2mg \$42	4mg \$50	6mg \$58	10mg \$66
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TIRZEPATIDE — 2ML VIALS

5–10mg \$48	15–20mg \$56	25–30mg \$64
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* Tirzepatide mapped to nearest vial tier. All GLP-1s dosed weekly subcutaneous injection.

SINGLE PEPTIDE INJECTABLES

5mL vials · flat rate **\$85**

BPC-157 3mg/mL	\$85	DSIP 1mg/mL	\$85	Epithalon 2mg/mL	\$85	GHK-Cu 10mg/mL	\$85
LL-37 2mg/mL	\$85	MOTS-C 2mg/mL	\$85	NAD+ 100mg/mL	\$85	PT-141 2mg/mL	\$85
Sermorelin 3mg/mL	\$85	Tesamorelin 3mg/mL	\$85				

MULTI-PEPTIDE STACKS

Combination injectables · 5mL vials **\$110**

CJC / Ipamorelin 1.2mg/2mg	\$110	Semax / Selank 1mg/1mg	\$110	BPC-157 / TB500 3mg/3mg/mL	\$110	BPC-157 / KPV / TB500 3/3/3mg/mL	\$110
BPC-157 / TB-500 / GHK-Cu 3/3/10mg/mL	\$110	BPC / GHK-Cu / KPV / TB500 3/10/3/3mg/mL	\$110	DSIP / BPC / CJC 1/2/2mg	\$110	GHK-Cu / Epithalon 10mg/2mg/mL	\$110
Tesamorelin / Ipamorelin 3mg/2mg/mL	\$110						

APPENDIX NOTES

Appendix pricing reflects standard CloudHealth pharmacy rates and is available to Bodybuilding.com on the same MSA. ED, hair/derm, and hormone optimization SKUs available on request. Add or retire categories at any time — onboarding new SKUs requires no additional implementation work once Bodybuilding.com is live.

