



General Medicine | hello@generalmedicine.co | 801-251-6055
50 W Broadway, Suite 333, Salt Lake City, Utah, 84101

Hearing: Examining Opportunities to Advance American Health Care through the Use of Artificial Intelligence Technologies

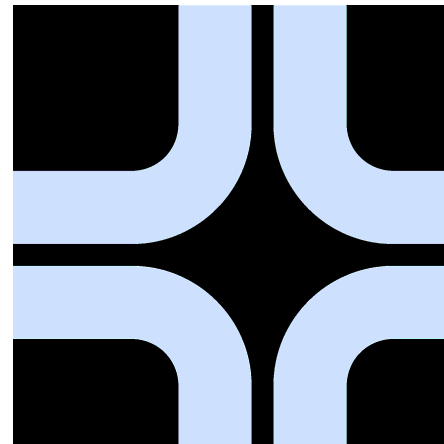
Testimony from TJ Parker, Sept 3, 2025

Thank you Chairman Griffith, Ranking Member DeGette, and distinguished members of this subcommittee.

I'm TJ Parker—a second-generation pharmacist and the founder of General Medicine, which is a brand new healthcare store, and a partner at Matrix, a 50-year-old venture capital firm.

It's an honor to be here today to discuss the important role AI is playing in General Medicine's ability to offer price transparency and a better customer experience.

Previously, I was the founder of PillPack—a pharmacy that made it easy for customers to get and take medications as prescribed. I sold that company to Amazon in 2018 and spent four years building Amazon Pharmacy and Amazon Clinic, and putting Amazon on a path to expand broadly into healthcare.

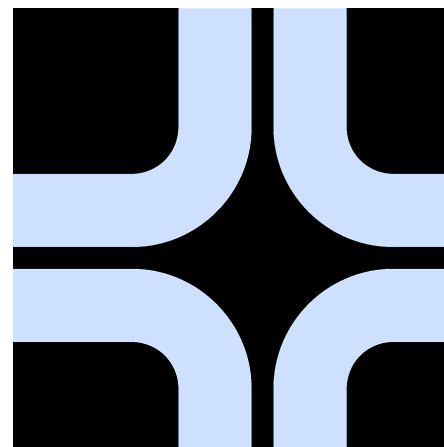


As an investor, I see myriad new healthcare AI startups. Most, including some I'm involved in, are building administrative tools: AI scribes, prior authorization automation, AI phone calls, and other administrative tasks. It's important work that will have a downstream impact on customers.

However, today, I want to talk about improving the customer experience in healthcare. Americans are frustrated. They want healthcare to be easier. At General Medicine, we're using AI to directly improve the customer experience across all care—from basic needs to complex cases.

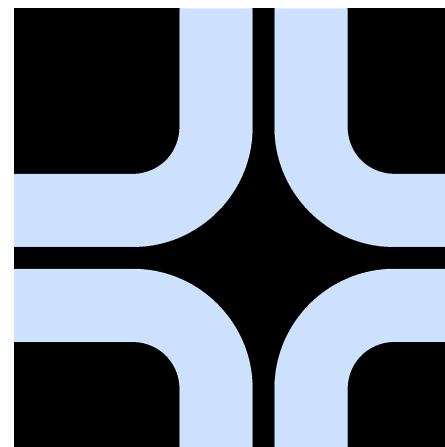
General Medicine is a healthcare store: a one-stop-shop for telemedicine, prescriptions, imaging, labs, specialists, or anything you need. We've made it as easy to shop for healthcare as it is to shop for anything else. This means a clear choice of providers, upfront price (with or without insurance), and a simple way to actually book the care they need right on our platform. We take insurance or customers can pay with cash. This approach eliminates the opacity and quagmire of complexity customers experience while trying, and often failing, to access healthcare today. Our mission is to get every customer the best care for their needs. So far customers love it. And it wouldn't have been possible without AI.

Let me give you two examples of how we've used AI to reinvent the experience.



The first is pricing. In healthcare, people rarely know what care will cost in the end. They can't possibly "shop" without a clear price. We set out to change that. Behind the scenes at General Medicine, we analyze the customer's insurance information, including their 80-100 page coverage of benefits. We use large language models to turn these PDFs into structured data, then combine that with open pricing files and other sources to give customers a clear, upfront price for any service, including procedures, labs, imaging, referrals and pharmacy at any location. This is the first time comprehensive pricing has been available in US healthcare.

Another example: actionable, proactive care plans. When you go to a doctor today, it's almost always for an isolated reason. You leave with a prescription or one follow-up task. It's all our current system is set up to handle. Today, General Medicine is using AI so that patients, after their visit, have a comprehensive, personalized, actionable plan covering not just what brought them in, but all their conditions and any overdue preventative care. With patient permission, we use AI to pull together their medical history, labs, and prescriptions, then flag what's missing: maybe a colonoscopy, a cholesterol check, or a follow-up lab for blood sugar. Their doctor reviews it and the customer sees it all in one place where they can easily take action on each step via General Medicine—it's the equivalent of adding to cart and checking out. Truly making healthcare as intelligent and easy to shop as anything else.



Looking ahead, we're building the ability for patients to directly request these insights themselves. People can ask questions back and forth with the AI to clarify the recommendations, based on their needs and preferences, then seamlessly book with a provider to discuss and take action. This innovation allows patients, in collaboration with providers, to take informed control of their health.

At PillPack and Amazon we learned that when customers feel in control and actually enjoy using a service, they are more likely to take the right steps for their health. The same pattern is proving true at General Medicine.

In closing, I also want to sincerely thank the members and staffers who have worked diligently over the past decade plus to enable broadly available price transparency files, improve provider directories, and enable data interoperability between providers. Without these efforts, very little of what we do today would be possible. By combining this infrastructure with AI, we can offer a vastly better healthcare experience for every American, regardless of location, insurance, or background.

Thank you all for the opportunity to share the story of General Medicine and I welcome any questions you may have.

