

TRANSFORMING YOUR PHARMACY BUSINESS

A DATA-DRIVEN APPROACH
TO VALUE-DRIVEN CARE



TOIODATA™

MORE POWER TO YOU

UNDERSTANDING YOUR DATA IS CRITICAL TO REMAINING COMPETITIVE IN THE CONSTANTLY CHANGING HEALTHCARE LANDSCAPE

Between emerging technologies, shifting legislation, and changing consumer trends, US healthcare is in a state of metamorphosis. Pharmacy businesses must navigate significant volumes of data and execute more complex analyses in order to drive greater profitability and provide better patient care.

Whether navigating contract negotiations, reconciling reimbursements or managing inventory, the right analytical tools can help pharmacies address questions like:

- ◆ Are you tracking multiple claims and payers across different levels of coverage per prescription record?
- ◆ Are you negotiating effectively and getting paid correctly for reimbursements?
- ◆ Could you improve where your drug spend is going?
- ◆ Do you have the right supply of each drug at the right place at the right time?
- ◆ Are you using your pharmacy data to improve total store marketing and assortment?
- ◆ How are new initiatives or changes in regulations affecting your bottom line?

78% Drug store shoppers cross-shopped in a 12-month period*

10% cross-shopped the SAME day.

With the right insights, retail businesses can improve their mix to better serve shoppers right in their stores.

*Source: 1010data Market Insights (multi-source consumer spending data). 12-Month period ending June 2016.

1010DATA PROVIDES AN ANALYTICAL APPROACH TO PHARMACY BUSINESS MANAGEMENT

PRESCRIBER/SUPPLIER/MANAGED CARE COLLABORATION REPORTING



Contract Negotiation & Reconciliation



Category Management

STORE & CUSTOMER/PATIENT REPORTS



Supply Chain



Pharmacy Services



Marketing & Assortment

EXTERNAL COMPETITIVE DATA

Online Consumer Behavior • Consumer Shopping Activity • Macroeconomic & Demographic

INSIGHTS PLATFORM

DRIVE RESULTS FOR EACH ASPECT OF YOUR PHARMACY BUSINESS WITH THE RIGHT TOOLS

Through 1010data, pharmacy businesses have access to a full suite of capabilities including interactive analytics, data blending, reporting, visualization tools and external data sets.

1010data's proprietary Trillion Row Spreadsheet™ allows users to answer any question, no matter how in-depth. And because 1010data is fully HIPAA-compliant, businesses can view the patient and the customer as one while having peace of mind that patient information is secure.

PHARMACY SERVICES

- ◆ Monitor PDC (Proportion of Days Covered) to increase adherence and reimbursements
- ◆ Quickly perform ad-hoc analyses on test markets, customer conversion to MedD plans, ACA plans/ Medicaid expansion, etc.
- ◆ Determine which customers are a best match for Medication Therapy Management consultations

SUPPLY CHAIN

- ◆ Blend NDC-level sales and inventory data to improve allocations and reduce out-of-stocks
- ◆ Develop an analytical perpetual inventory system to identify shrinkage and manage inventory by store

CATEGORY MANAGEMENT

- ◆ Determine which drugs have the greatest impact on your bottom line by factoring in volume, reimbursements, rebates, and Customer Lifetime Value (across both Pharmacy and Front-of-Store)
- ◆ Measure the business impact of new generic drugs and shifts to over-the-counter (OTC) availability

MARKETING & ASSORTMENT

- ◆ Deliver targeted promotions with view of Front-of-Store products that complement pharmacy sales
- ◆ Use basket and shopping history to find affinities and increase basket size
- ◆ Proactively investigate sales drivers with truly ad-hoc analytical capabilities

CONTRACT NEGOTIATION AND RECONCILIATION

- ◆ Conduct dynamic “What if” analyses that predict the impact of contract changes for improved profits
- ◆ Compare MAC reimbursements across payers and against cost at the Agency/Plan/NDC level
- ◆ Use automated exception reporting to quantify reimbursement compliance at the Rx level



\$15.41 PER CUSTOMER ADDED TO YOUR BUSINESS
VIA IMPROVED PATIENT MEDICATION ADHERENCE*

*Based on 1010data estimates of 5.5MM maintenance scripts, ~650K customers, retail pharmacy.



Stronger reimbursement negotiations can improve RX contributions by +50 to 100 basis points. For a pharmacy that has 750MM scripts, 1010data estimates the opportunity to be \$3.75MM to \$7.5MM.



A DATA-DRIVEN APPROACH TO PHARMACY

The unique and powerful 1010data platform provides a HIPAA-compliant solution for answering the ad-hoc analytical challenges of the pharmacy industry. Within this always-evolving landscape, 1010data gives you the ability to:

- ◆ Uncover savings by comparing all patient plans for every drug, transaction and location
- ◆ Increase reimbursements with the ability to reconcile every script to detect underpayments
- ◆ Understand customers and their purchase behavior, with peace of mind that patient data is secure

ABOUT 1010DATA

Gaining actionable insight requires the best analytical tools and access to all relevant data. 1010data is a complete solution that provides both. We provide the only out-of-the-box, self-service, cross-enterprise insights platform. More than 750 of the world's largest companies trust 1010data to manage, share and analyze over 27 trillion rows of data because of our proven ability to deliver results more quickly, easily and accurately than any other solution. Please visit www.1010data.com for more information.

TO GET STARTED, CONTACT 1010DATA TODAY.

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