



Vistaar Retail Pharmacy Price Management Solutions

What is the Vistaar Pricing Solution?

Plan better, sell better, track better—what’s that worth to a retail pharmacy company? Vistaar’s customers will tell you it’s worth 1 to 3 points in increased margin. The Vistaar solution focused on Plan, Track, Sell processes for Retail Pharmacy, begins by improving planning with a recommended optimal pricing strategy for prescription drugs. The solution then provides expert guidance to pricing, contracting and store operations teams responsible for managing market prices and negotiating contracts with third party providers. Finally, we close the loop by providing a robust library of analytic reports that support metrics for tracking plan vs. actual, ROI analysis, compliance and numerous other data views.



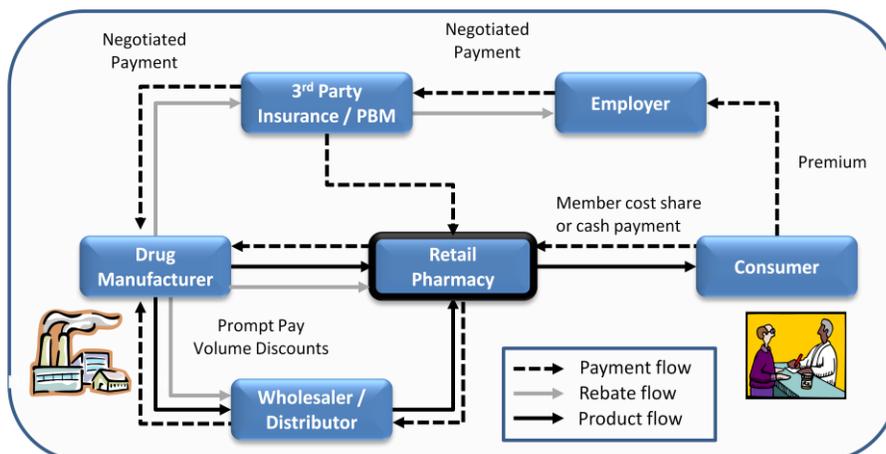
We Understand Your Pricing Challenges

Retail drug companies, whether part of a pharmacy, grocer, or big-box chain, are caught in a three-way profit squeeze: first, negotiating lower costs from the drug manufacturers; second, requesting higher reimbursements from third party insurance providers; and finally, optimizing market prices to maximize access, and increase sales and profit.

When you further consider the dynamic structure of the market and the need for a rapid competitive response mechanism, it’s clear that a pricing solution must go beyond analytical insight to enable real-time decision making across your pricing, contracting and store operations teams. Each process is complex, highly reliant on external data, and inherently disconnected from the other two. Managing this complex pricing process with spreadsheets and gut feel makes it difficult to support real time decision making with true understanding of expected impact to the business.

Vistaar’s Retail Pharmacy Pricing solution is the only packaged software that manages pricing decisions across the Pharmaceutical Value Chain, from market pricing for cash customers to contract pricing with third party payers.

The Pharmaceutical Value Chain: Retail Pharmacies Caught in the Middle



Vistaar: An Integrated Retail Pharmacy Solution for Contract and Cash Pricing

Vistaar helps you manage overall pharmacy profitability across cash and contract pricing processes with a solution that leverages industry best practices, price optimization capabilities, and intelligent analytics. The solution is built on a common data model that includes historical pricing information, market share and competitive pricing data, benchmark data such as AWP, WAC, ASP, customer and drug attributes, and cost data. The integrated platform has workflow capabilities that provide system guidance with alerts and recommendations to manage planning and approval of pricing decisions.

Vistaar Solution Benefits: Moving from disconnected spreadsheet-based pricing tools common in the retail pharmacy industry to an integrated platform for pricing decision-making enables visibility, consistent processes and strategy, driving higher and more consistent



Vistaar Market Pricing Solution Capabilities Include:

- Drug and store segmentation and clustering strategies to analyze performance and develop rules-based strategies.
- Improved forecast accuracy using robust analytics and scenario planning to model the impact of proposed price changes on volume, margin and third party metrics.
- Improved price positioning of new generics in the market
- Better market response using improved competitive data gathering, processing and usage.
- Pricing Best-Practices checker and alerts system to notify users of non-optimized pricing and automate pricing actions.
- Management reporting on profitability resulting from pricing actions, and scenario analysis to model impact of varied pricing strategies.

Result: Market-driven prescription U&C pricing in a single integrated model designed to optimize revenue and profits.

Vistaar Contract Pricing Solution Capabilities Include:

- Single integrated contract pricing solution for all business units including price and revenue planning, price-setting and all aspects of deal negotiation and management.
- Enhance decision making using robust analytics, peer group benchmarking, volume forecasting and use of advanced price optimization.
- Scenario planning to model changes to the pricing model and forecast assumptions such as utilization trends, inflation, etc. which impact revenue, profit, and market share.
- Proactive reviews of contract performance to identify performance improvement opportunities by various drug and customer attributes such as brand/generic, market segment, and customer, and disease state.

Result: Consistent, efficient and profitable contract pricing solution.

The Vistaar Pricing Platform Advantage

- **Flexibility:** Enables modeling of highly complex organizations, products, market segments, and workflows
- **Integrated Simulation Capabilities:** Scenario planning for any function or level; integration between planning and execution
- **Business-driven User Interface:** Versatile UI which facilitates user adoption and supports alerts and analysis
- **Extensible Architecture:** Enables integration of other processes into a single unified data model and pricing platform

Vistaar is a leading provider of price management solutions. Vistaar's pricing software enables companies to achieve pricing best practices through price analytics, price optimization, price list management, and deal management. Vistaar is working with some of the world's largest manufacturers, distributors and service providers to transform pricing operations into a strategic advantage. For these companies, Vistaar pricing solutions drive measurable price and margin improvements that deliver profitable growth and maximum shareholder value. Vistaar's operations include six offices across North America, Europe and Asia.



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