

T-REX ONE™  
ENTERPRISE

## Optimize the Enterprise for Maximum Profitability

In today's pharmacy industry, the ability to maximize profits is threatened by many factors, chief among them: the pharmacist shortage. Technology helps offset the pharmacist shortage, but only NDCHealth's customer-focused solutions empower pharmacies to plan real growth, meet surging demand for prescriptions and maximize profits.

For chain pharmacies, automation that speeds workflow behind the bench goes only so far. The more impactful approach is one that marshals resources across the entire enterprise -including corporate headquarters, retail stores, central fill, central processing, and mail order facilities - into a single, integrated entity with the power to maximize existing business processes and implement new ones. The result is easier expansion, greater market share and improved margins.

Yesterday's tools will not get the job done. It takes a network-based solution with a central database of patient, prescriber, drug and payer information to be this flexible, to enable chains to optimize resources, relieve stress and serve customers impressively. That's why NDCHealth developed T-Rex One Enterprise.



### The Profitability Equation

**To maximize profits, you must increase one or more of the following:**

$$\begin{array}{c} \text{Market} \\ \text{Size} \end{array} \times \begin{array}{c} \text{Market} \\ \text{Share} \end{array} \times \begin{array}{c} \text{Margin} \\ \text{on Sales} \end{array} = \text{Profitability}$$

In any business, there are only three ways to maximize profits - we call them the three M's.

*To add to your bottom line you must increase your: Market size, Market share, or Margin on sales*

Today's market conditions can have a chilling effect on your ability to maximize profits and better serve your customers.

- You lack the human resources necessary to expand into new markets.
- Your customers are not receiving the level of service you would like to provide, making it difficult to increase your market share.
- Your margins are shrinking because operating expenses - including the cost of hiring and retaining pharmacists - are increasing.

The solution is to bring all of your resources together into a single, integrated entity that has the power to think, plan, and act as an enterprise. Suddenly, you discover that the whole is greater than the sum of its parts. Unlike a scattered collection of related elements, your enterprise now has the power to maximize profits through increased market size, increased market share and increased margins on sales.

# Solving The Profitability Equation

## Increase market size...

- Because your data is stored in one place, you can plan where and when to open new facilities with much more precision. That's strategic thinking...enterprise style.
- T-Rex One Enterprise makes expansion easier, faster and cheaper. Because the software runs on the centralized server, your hardware costs and IT requirements at the store level are significantly reduced. And, with transaction-based pricing, you can forget about outrageous software license fees for additional locations.
- You can't open new stores if you don't have the pharmacists to staff them. With T-Rex One Enterprise, you fill more scripts with fewer pharmacists, so you can find the resources you need when you're ready to grow. No more lost opportunities.

## Increase market share...

- Enterprise-wide data is at your fingertips, so you can build and run meaningful analyzes on fresh data - leading to better decisions.
- Customers can get the service they deserve...they can order and pick-up prescriptions anywhere they wish - they'll find the lines at the pharmacy counter shorter and less frustrating - Finally, they can actually talk to a pharmacist when they have questions or need advice. That kind of customer service means loyalty and more business for you.
- You'll also be able to boost the level of service you provide to doctors. You can even give certain doctors limited access to your system, all under your control, of course. Finally, you have the power to receive prescriptions any way the doctor wants to send them - even using the latest electronic prescription technology.

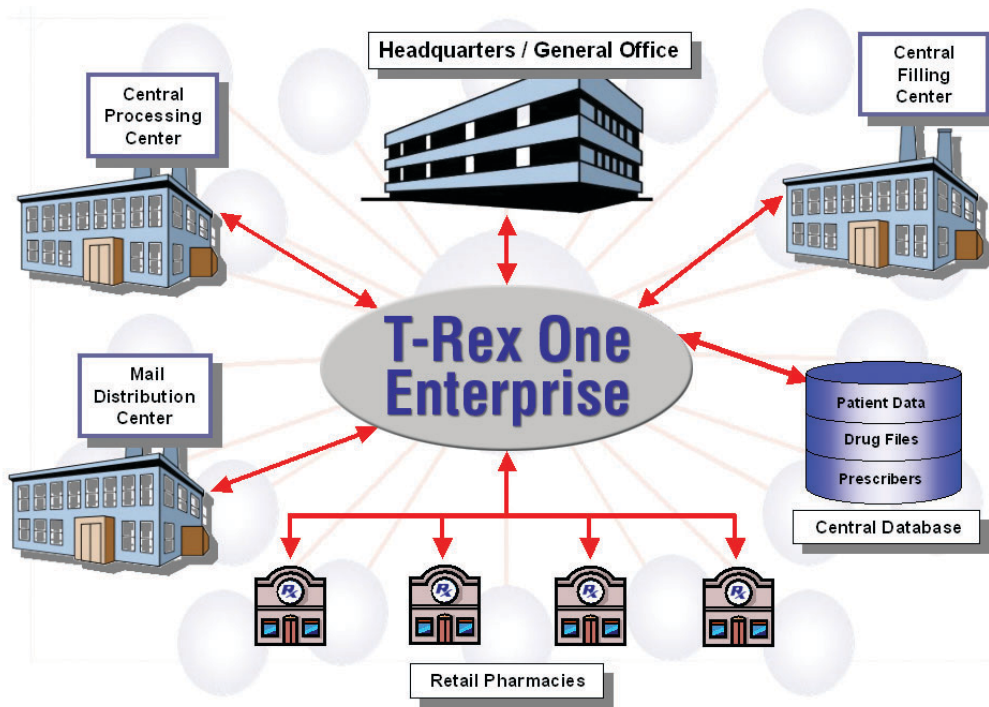
## Increase margin on sales

- Using enterprise-level workflow and load balancing, orders flow to where they can be filled most efficiently. And your costs are reduced. You have true management control from the order to the bin.
- IT requirements at the store level are vastly reduced. No more costly hardware, in-store backups or complex software upgrades. And, critical data, such as pricing and drug updates, are handled at the central location and available to all of your facilities immediately.
- Training expenses are reduced through the use of computer-based-training - or CBT - technology that makes knowledge available to your employees 24/7.
- Your ability to control inventory enables you to increase turns and reduce spoilage and that goes right to the bottom line. One NDCHHealth chain client has told us that they will be able to hire thousands fewer pharmacists and save tens of millions of dollars based on inventory savings alone.

We developed T-Rex One Enterprise to help you maximize profits by enabling your business to think, plan, and act as a true enterprise. Only NDCHHealth has the integrated, one-source solution specifically designed to meet the needs of pharmacy chains...today and in the future.

NDCHHealth goes beyond its position as a leading technology source. We're focused on understanding and satisfying the functional, emotional and business needs of our clients. What we do allows pharmacists to orchestrate their workdays into enjoyable and beneficial experiences.

# NDCHealth Enables Chains To Maximize Profitability By Optimizing the Enterprise



- Marshal resources across the entire enterprise
- Centralized data enables improved customer service and supports enhanced business decision making
- Using enterprise-level workflow and load balancing, prescriptions flow to where they can be filled most efficiently
- Store-level IT requirements are reduced
- Training expenses lowered by computer-based training – available 24/7

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