

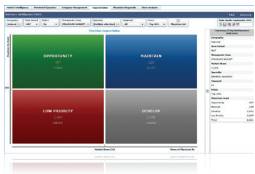
PHYSICIAN FOCUS

Tier 3 - Advanced Applications

BUILDING RELATIONSHIPS WITH PHYSICIANS HAS NEVER BEEN MORE IMPORTANT

The business model of pharmacy is changing at a fast pace, and with that change comes the need to develop a more coordinated strategy with key physicians, helping you to optimize your marketing strategies within your pharmacy's community.

NOW IT'S EVEN EASIER TO MAKE EFFECTIVE BUSINESS DECISIONS BY LEVERAGING MARKET INSIGHTS



Physician Focus arms you with the tools necessary to better focus on prescribing physicians across multiple therapeutic classes. With information

presented in dashboard views, you can now quickly assess opportunities and market potential at national and provincial levels, even drilling down to the level of the community surrounding each of your pharmacies, to drive more efficient strategies and programs. With these dashboards, you can:

- Identify key physicians and quantify their importance in each of your pharmacies.
- Segment physicians to develop growth strategies designed to preserve existing customers and attract new ones.
- Identify where you should focus your marketing efforts.
- Formulate specific strategies for key physicians.

PHYSICIAN SEGMENTATION

The **Physician Segmentation** view provides a segmented and ranked view of the physician population, based on the proportion of their prescriptions that goes through your pharmacies. This allows for a more focused physician outreach strategy based on the four segmentation categories:

Opportunity: Physicians that are high prescribers and represent a low percentage of your total business.

Maintain: Physicians that are high prescribers and represent a high percentage of your total business.

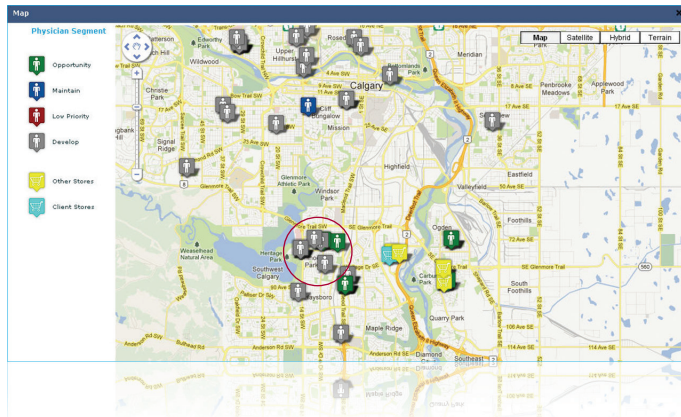
Low Priority: Physicians that are low prescribers and represent a low percentage of your total business.

Develop: Physicians that are low prescribers and represent a high percentage of your total business.

WHAT YOU NEED TO KNOW:

1. What is the general level of script volume being written by physicians?
2. Is there an opportunity to capture more of that volume in your stores?
3. Which physicians:
 - a. Are driving my market share?
 - b. Have untapped potential?
 - c. Will ensure continued growth?
 - d. Have the least potential for growth?
 - e. Have low impact on my business?

CRITICAL KNOWLEDGE AT YOUR FINGERTIPS



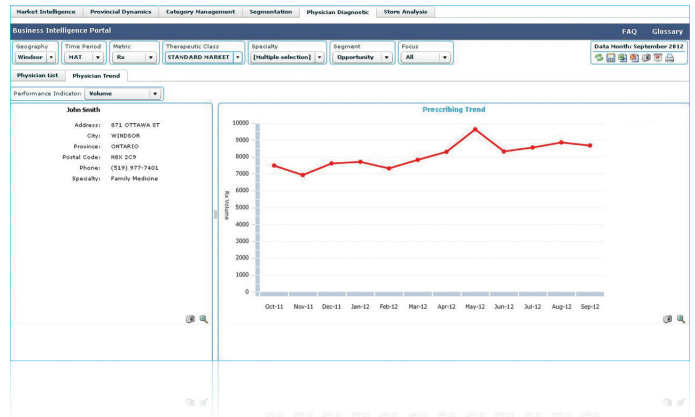
MAPPING

The **Mapping** view pinpoints the location of an office-based physician, relative to your pharmacy and the pharmacies that are competing in your community.

Physician Information	National	Local	Client	Client Share of Physician's National
Bergman Family Medicine CLINIC QUEBEC C01 145,040 -6.0%	144,004	900	0	0.07%
Falle General Practice OFFICE ONTARIO C03 145,040 -6.0%	124,932	17,697	2,278	13.2
Eyr Family Medicine OFFICE ONTARIO C03 145,040 -6.0%	17,631	12,092	114,699	477
Kerr Family Medicine CLINIC ALBERTA C01 145,040 -6.0%	143,440	7,423	122,926	991
Mart Family Medicine CLINIC QUEBEC C01 145,040 -6.0%	143,249	1,201	18	991
Donni General Practice OFFICE ONTARIO C03 145,040 -6.0%	121,950	7,555	14,731	605
Shi Family Medicine OFFICE QUEBEC C01 145,040 19.22%	141,059	1,467	1,505	1,011
Shu General Practice CLINIC ONTARIO C01 145,040 -6.0%	122,561	9,499	18,305	1,095
Trivette Family Medicine OFFICE QUEBEC C01 145,040 19.22%	129,274	2,322	464	2,040
Riu Family Medicine CLINIC ONTARIO C01 145,040 19.22%	129,373	3,031	3,032	2,804
Nesse General Practice OFFICE ONTARIO C01 145,040 -6.0%	124,773	3,163	2,926	4,177
Big Family Medicine CLINIC ONTARIO C01 145,040 -6.0%	121,899	0.20%	121,547	124
Pete Family Medicine CLINIC ONTARIO C01 121,899 -23.04%	9,381	49,792	66,461	245
Medin Family Medicine OFFICE QUEBEC C02 121,899 0.20%	121,547	124	7	0.00%
W Family Medicine OFFICE QUEBEC C02 121,899 19.99%	121,797	96	0	0.00%

PHYSICIAN DIAGNOSTICS

The **Diagnostics** view provides key performance indicators to help identify areas of opportunity from the national or provincial levels all the way through to local communities.



PHYSICIAN TREND

The **Physician Trend** view identifies a physician's estimated prescribing volume which helps you tailor your messages to their practice.

Physician Information	Store	Share of Store	Share of Physician's Store	National
Ben Family Medicine CLINIC ALBERTA D01 18,941 16.89%	579	9.80%	3.06%	24,996
Blaa General Practice CLINIC ALBERTA D03 12,499 12.04%	437	-9.90%	3.34%	17,882
Swanick Family Medicine CLINIC ALBERTA D05 10,951 11.69%	160	-26.16%	1.47%	19,074
W Family Medicine CLINIC ALBERTA D04 10,600 8.49%	410	9.23%	3.97%	15,070
White Family Medicine CLINIC ALBERTA D05 10,411 17.54%	360	11.21%	3.46%	14,152
Pee Family Medicine CLINIC ALBERTA D06 10,292 16.38%	401	15.44%	3.90%	14,511
Pee General Practice CLINIC ALBERTA D06 9,952 3.37%	456	64.40%	14,066	
Zester Family Medicine CLINIC ALBERTA D07 9,623 19.64%	491	1.22%	5.10%	13,069
Haggis General Practice CLINIC ALBERTA D07 8,900 2.50%	340	-4.12%	3.82%	13,252
Hulk General Practice CLINIC ALBERTA D08 6,889 -9.33%	266	-10.13%	2.26%	9,761
Keigh Psychiatry CLINIC ALBERTA D08 6,954 N/A	415	0.00%	6.39%	10,737
Smith Family Medicine CLINIC ALBERTA D09 6,060 5.21%	157	6.09%	2.56%	8,463
Geath Family Medicine CLINIC ALBERTA D09 4,892 15.49%	100	15.09%	3.84%	6,777
Dee General Practice CLINIC ALBERTA D09 3,262 -9.30%	162	64.17%	1.96%	6,274
Hyde General Practice CLINIC ALBERTA D09 1,779 -4.84%	100	3.94%	8.4%	34,722
W General Practice OFFICE ALBERTA D09 1,039 29.23%	14	129.8%	1.56%	20,189

STORE ANALYSIS

The **Store Analysis** view identifies high priority physicians and areas of opportunity surrounding each of your retail pharmacies.