

CUSTOMER DEMOGRAPHICS

Tier 3 - Advanced Applications

FOCUSING ON PATIENTS TO DRIVE NEW BUSINESS

As the number of pharmacies in Canada grows beyond the 10,000 mark, patients have more choices than ever. As many consumers consider pharmacy a commodity with similar services and products, building relationships with patients is crucial to differentiating your business. To do so, pharmacies must develop a more coordinated strategy that is focused on the patient and that uses patient demographics to optimize their program strategies and influence customers within their communities.

UNDERSTANDING PATIENTS PLAYS KEY ROLE IN OPTIMIZING PROGRAMS

Customer Demographics provides a more in-depth view of geographic and therapeutic analysis focusing on your patient base. A deeper understanding of your current patient base can help drive business performance with the development of efficient promotional strategies and programs aimed at maximizing opportunities, based on true market potential. Analyzing both age and gender across therapies allows you to design promotions and support programs to grow your existing patient base and attract new high-value patients.

Benefits of using the **Customer Demographics** module:

- Focus on patient age groups and gender groups across multiple therapies
- Facilitate the development of efficient strategies and programs to maximize opportunities

- Assess business performance based on true market potential
- Identify key patient groups and quantify their importance within each pharmacy
- Segment your analyses by age and gender to develop tailored growth strategies
- Tailor and design programs to preserve existing customers and attract new ones

TIER 3 CUSTOMER DEMOGRAPHICS UTILIZES THE SAME DASHBOARD FRAMEWORK AS THE TIER 2 GUIDED ANALYTICS MODULE AND GOES BEYOND MONITORING RX VOLUMES TO A DEEPER MORE PATIENT-FOCUSED ANALYSIS WITH THE ADDITION OF AGE AND GENDER DEMOGRAPHICS.

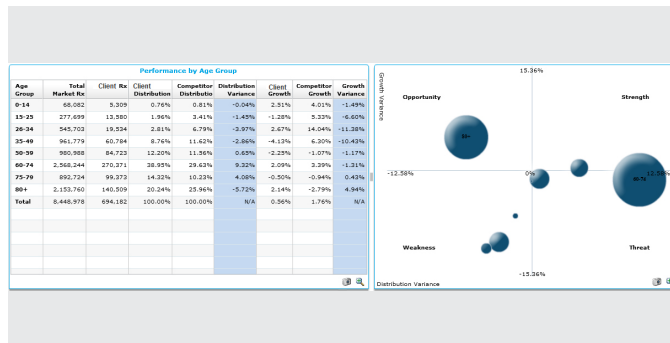
ANSWERING KEY BUSINESS QUESTIONS:

1. What patient age groups are driving our business?
2. Are there patient groups where we are underperforming?
3. Are there specific therapies we need to focus on?
4. What is my proportion of business by gender?
5. Are there specific patient groups by payer type (public, private or cash) that need attention?

Customer Demographics provides a crucial layer of market analysis, starting with high-level performance indices and drilling down to identify the drivers or segments that have the biggest impact on performance. It identifies not just highest or lowest performing stores, therapies and products, but also key groups of patients by age and gender, and helps you determine potential and measure impact of events and promotional efforts.

Key Performance Scorecard Matrix

Segment	Market Rx	MSI Growth	Client Rx	Client Distribution	Competitor Distribution	Distribution Variance	Client Growth	Competitor Growth	Growth Variance			
All Ages	12,666,482	-1.87%	15,02%	0.51%	777,54,602	-0.99%	62.68%	-0.94%	16,250,515	-0.47%	13.33%	-0.15%
0-14	6,941,482	-1.37%	-1.37%	7.64%	0.18%	4,495,852	-0.61%	64.72%	1,690,557	-2.49%	13.87%	-0.23%
15-24	300,439	-3.97%	-1.20%	4.03%	0.16%	354,370	-4.47%	66.84%	65,372	-4.44%	12.77%	-0.17%
25-34	4,461,111	-1.89%	-0.49%	0.22%	0.11%	3,983,689	-1.62%	69.12%	35,050	-1.33%	10.51%	-0.56%
35-44	1,699,123	-1.46%	-0.20%	7.23%	0.19%	710,350	-0.19%	69.27%	345,541	-0.39%	10.74%	-0.17%
45-54	1,020,811	-0.84%	-0.41%	7.23%	0.18%	793,981	-0.44%	64.39%	392,726	-0.17%	10.74%	-0.20%
55-64	2,047,483	-1.47%	-1.40%	7.23%	0.18%	1,030,452	-0.20%	63.64%	496,242	-2.09%	14.24%	-0.47%
65-74	494,272	0.11%	-0.24%	8.04%	-0.13%	811,440	0.84%	62.74%	122,340	-1.11%	14.43%	-0.31%
75-79	1,015,462	0.23%	0.42%	11.63%	-0.16%	884,660	0.44%	64.67%	116,124	-0.79%	14.71%	-0.69%
80+	25,615,121	-1.64%	-0.24%	0.72%	-0.15%	23,944,650	-2.27%	65.35%	5,166,652	-0.20%	14.53%	-0.11%
Total	9,718,093	-0.72%	N/A	8.09%	0.18%	8,884,947	-0.89%	68.77%	8,848,224	-0.03%	10.84%	-0.74%
Female	12,676,241	-1.44%	N/A	8.09%	0.18%	6,484,244	-0.62%	62.33%	4,400,102	-0.47%	10.84%	-0.46%



SEGMENT

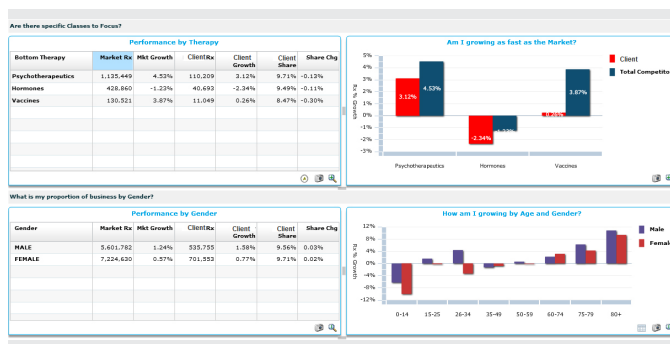
Quickly draw attention to strong and weak performing age categories. Combine growth variance and Rx distribution relative to competition market share by age group.

QUANTIFY

Identify which age groups are driving performance, focusing your attention on underperforming patient groups to attract new patients.

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DIAGNOSE

Narrow in on specific therapies by age group that are losing or gaining share, which is key to driving the greatest impact on performance.

FORMULATE STRATEGY

Understand if your patient programs are successful by seeing whether growth has been achieved, by age groups or by gender. Uncover the potential and impact of promotions related to specific therapies that are either heavily public, private or cash paid.