# The Top 3 Benefits Your **Pharmacy Analytics Solution** Must Provide

Today's pharmacies rely on their Pharmacy Management Systems and core reporting capabilities to operate effectively. However, more pharmacies are recognizing the need for additional insight from analytics solutions for powerful metrics that not only help to further streamline operations, but dramatically improve care and increase profitability. The right analytics will provide cross-sectional views of your business and leverage data from your PMS as well as other data sources.
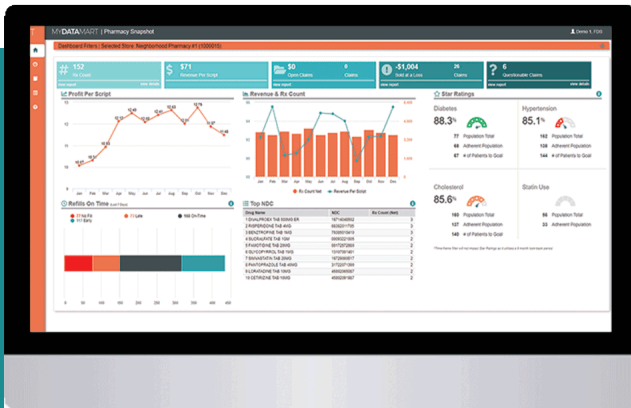
Powerful analytics can answer critical questions like:

○ Do I know my **key drivers to profitability?**

○ Which customers should I **focus outreach efforts** to maximize revenue and improve adherence?

○ How can I **identify medication billing error** loss before it occurs?

○ Which marketing programs **help drive growth**?

Top 3 Benefits — Your **Pharmacy Analytics Solution** Must Provide

1. Pharmacy Performance Measurement

It's never been more important to understand pharmacy performance than it is today in order to be profitable, competitive and to grow. Having insights into the right areas of your business at the right time is critical. With an advanced analytics solution, reporting to stores can be automated on a daily basis, weekly metrics are reviewed to improve customer retention, and reviewing overall adherence measures on a monthly basis altogether has proven to yield dramatic store improvement.

For example, store locations have experienced as much as $500k+ up-ticks in annual revenue due to outreach associated with identifying patients needing to refill medications on time. Innovative solutions go beyond that and allow for actual business line targets to be set so that store performance can be reviewed on an actual vs. budget basis.

2. Drive Care Improvement

Advanced analytics solutions allow today's pharmacies to diversify and focus in on key care programs. Programs aimed at improving patient outcomes in specific populations also improves business outcomes. A new CDC report revealed that more than 100 million Americans have diabetes or prediabetes. Creative use of patient data can provide the opportunity to market and bundle diabetic supplies.

Consider also the fact that the use of supplemental nutrients is going mainstream and — while profit margins for medications are shrinking — margins for supplements are increasing. With advanced analytics, patient-specific nutrients can be marketed and sold to promote wellness and store growth.

3. Align Marketing-Drive Growth

Growth requires effective marketing activities and these campaigns must constantly be measured. Marketing should evolve by identifying programs that work, and duplicating them, and eliminate those that aren't profitable. However, it's often impossible to understand which programs are creating the highest ROI for your business. Associating new patient information with increased revenue helps to identify the optimal marketing programs that drive growth. Tracking vaccinations and promoting them is another way to drive improvements. Advanced analytics helps identify stores that have the opportunity to promote specific vaccinations.

In one case, immunization rates were improved by 37%. That means 370 more immunizations resulting from stores that administer 1,000 immunizations that increases revenue and improves the health of the population.

MYDATAMART

THE MOST **ADVANCED, INNOVATIVE ANALYTICS** PHARMACY SOLUTION

MYDATAMART is a comprehensive business intelligence tool that unlocks the power of your data to allow your pharmacy to thrive in today's complex and competitive marketplace. This pharmacy-centric tool helps you pinpoint specific opportunities to drive better business results and improve patient care.

Actionable Data

Identify areas of improvement through Key Performance Indicators (KPI), drill down into reports, filter and sort data to identify areas of greatest opportunity, and compare the performance of your store or group of stores to pre-set goals across important metrics

Customizable Reporting

Robust business intelligence to help you grow and manage your pharmacy business. Highlight important initiatives through daily reports. Customize, automate and schedule specific reports to meet your individual business needs. Optimize profitability and business growth through greater claims, product, and patient-level visibility. Enhance STAR ratings performance through elevated awareness of adherence, refill frequency, and quality performance.

Simple, Yet Innovative

Leverages easy-to-use interactive dashboards and enables you to create customized ad hoc reports through simple drag and drop filters. Seamless integration fosters powerful business insights across platforms to enhance your pharmacy's impact on patient care while improving profitability.

FDS helps strengthen the health of pharmacies and their patients.
Learn how **MYDATAMART** fits into the **New Era Pharmacy Adoption Model.**™

Request a demo at www.fdsrx.com.

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