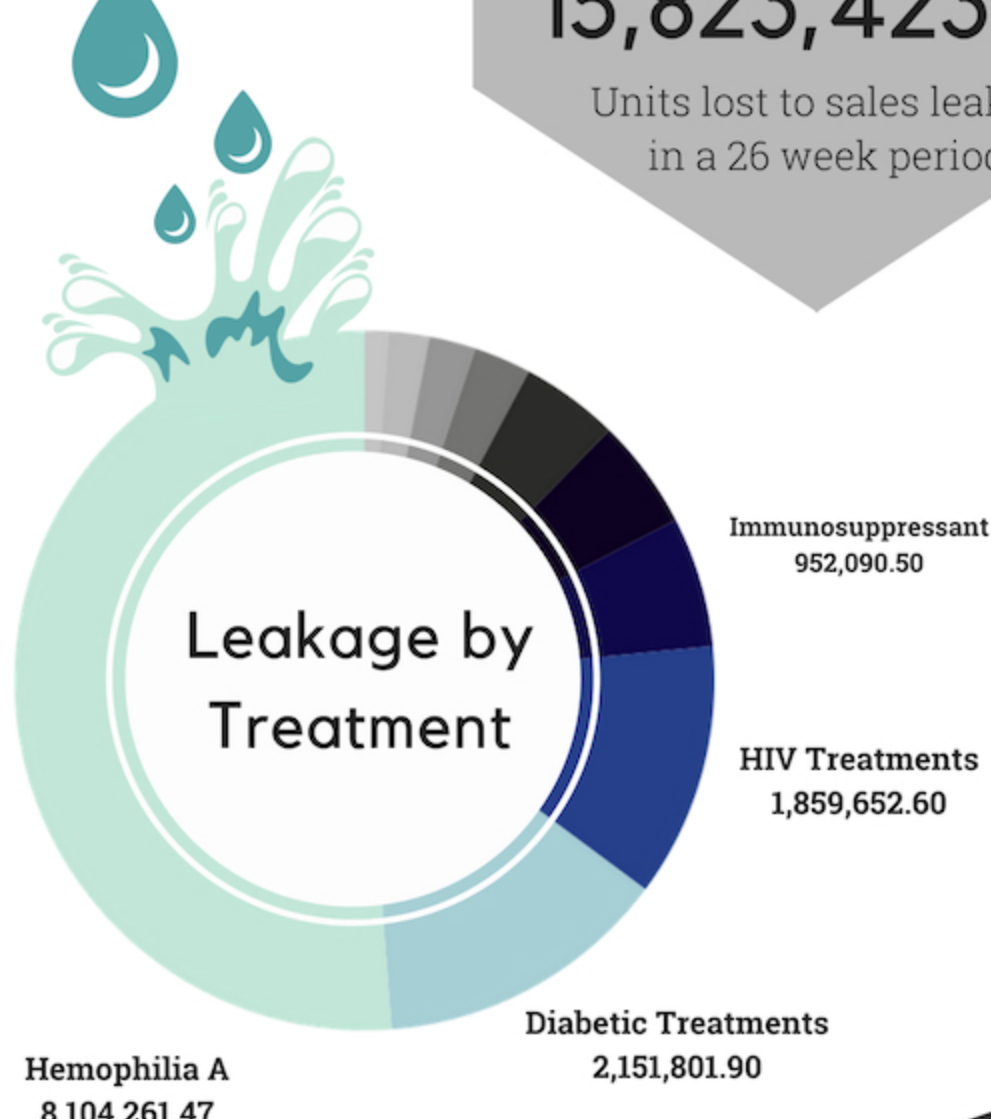


# STOPPING SALES LEAKAGE

Where and why are sales slipping through the cracks?

15,823,423.10

Units lost to sales leakage in a 26 week period.

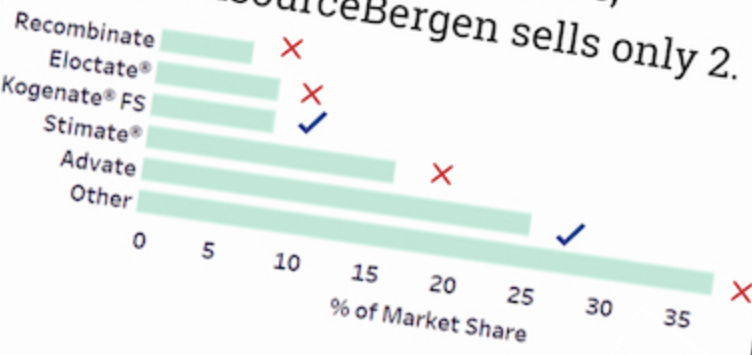


#1 Loss Source:

## Hemophilia

A disorder in which blood doesn't clot normally.

- 16.6% Spending Increase in 2015\*
- Of the top 5 hemophilia drugs with the highest market share, AmerisourceBergen sells only 2.



#2 Loss Source:

## Diabetic Treatments

14% spending increase in 2015\*

Top Sellers

1. Metformin
2. Lantus
3. Glipizide
4. Glimepiride
5. Humalog

#3 Loss Source:

## HIV Treatments

16.6% spending increase in 2015\*

Top Sellers

1. Truvada
2. Atripla
3. Norvir
4. Stribild
5. Viread

## How do we fix it?

1

Conduct market research.

- Understand patient needs
- Identify competitors
- Poll buying groups

2

Reevaluate marketing strategies.

For specialty illnesses:

- Promote drug effectiveness
- Raise awareness
- Contribute to research

3

Satisfy all pharmacy needs.

- Sell all top drugs for each specialty illness
- Price competitively

## AmerisourceBergen Challenge

Sources:

\*Dispense Usage Transactions... (Provided)

\*Express Scripts 2015 Drug Trend Report (California Health Line)

\*Miracle Of Hemophilia Drugs Comes At A Steep Price (NPR)

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