Leakage by Treatment

15,823,423.10
(Total over a 20-week period)

Hemophilia

Diabetic Treatments

UV Treatments LEAKED

Hemophilia Patients in A
Recipient A

Diabetic Patients

In the treatment of patients with hemophilia, 30% of all patients
as compared to 25% of diabetics were treated with UV

treatments. However, the differences were not statistically

Significant. (p = 0.367)

How do we fix it?

1. Conduct market research.
   - Understand patient needs
   - Evaluate competitors
   - Poll buying groups

2. Reevaluate marketing strategies.
   - For specialty illnesses:
     • Promote drug effectiveness
     • Reduce mainstream
     • Contribute to research

3. Satisfy all pharmacy needs.
   - Sell all top drugs for each specialty illness
   - Price competitively

AmerisourceBergen Challenge

Sofia Spadotto | TUG85148
FOX SCHOOL OF BUSINESS
Madison Collins | TUM5673
FOX SCHOOL OF BUSINESS
Joshua Kim | TUG84802
FOX SCHOOL OF BUSINESS