



POS Data Analysis & Reporting

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Concept

“Profit Leader” for the Front End

- Gather and analyze front end sales data from retail independent pharmacies utilizing POS systems and “marry” it with our purchase data
 - Create reports for customers
 - Provide data for Consumer Health team
- Partner with POS vendors to obtain front of store sales data. Preferred partner concept
 - Expand preferred supplier agreement to other POS vendors



Features and Benefits

- Continue to expand and strengthen front end offerings for Retail Independents
- Prove ROI to vendors participating in Consumer Health promotions (Leader circulars, hot faxes, etc)
- Provide data to Consumer Health to evaluate new items and discontinues



Data sources

From Customer:

- POS sales data
- Store profile
- Planogram information

From Cardinal Health:

- Warehouse purchase data
- Demographic data (10miles)



Reports

Private Label Reports

- PL sales by category
- PL “lost” margin opportunity

Benchmark Reports

All benchmark reports will compare against RI average, RI in state and similar stores (demographics, size of store, dally scripts)

- Top sellers
- Sales and margin by category
- Branded OTC and PL sales and margin
- Year to date and month to month reports

Category Opportunity reports

- Sales per linear foot by category on current POG sizes
- Average sales per linear foot on next bigger POG
- Average sales per linear foot on next smaller POG
- Average sales per linear foot on categories NOT available in your store

Monthly Trends for RI

Comparison against NCPA Digest



Report Examples



Pilot Status

10 Pilot Locations

- Freedom Data
 - 1 store (Pennsylvania)
- QS1
 - 3 stores (South Carolina, Minnesota, Maryland)
- RMS
 - 2 stores (Arizona, Minnesota)
- NovoLibra
 - 1 store (California)
- ECRS
 - 1 store (West Virginia)
- Computer Rx
 - 2 stores (New Mexico, Missouri)



What questions do you have?

**October 2010
Sales Summary**

Sales and Margin

1-Oct	\$38.55
2-Oct	\$34.03
3-Oct	\$33.59
4-Oct	\$22.47
5-Oct	\$32.65
6-Oct	\$32.97
7-Oct	\$91.86
8-Oct	\$33.17
9-Oct	\$73.31
10-Oct	\$24.14
11-Oct	\$24.29
12-Oct	\$47.49
13-Oct	\$39.00
14-Oct	\$41.00
Total Front End Sales	\$567.21
Average Margin (\$)	\$124.79
Average Margin (%)	22.00%

Categories (HFLC1)

	Total Sales	% Sales
<i>Branded</i>		
Skin Care Total	\$4.29	0.76%
Vitamins & Supplements Total	\$9.89	1.74%
Antacids/Laxatives Total	\$51.13	9.01%
Cold/Allergy Total	\$75.61	13.33%
Eye & Ear Care Total	\$25.76	4.54%
Feminine Care Total	\$55.16	9.72%
First Aid Total	\$16.86	2.97%
Foot Care Total	\$4.33	0.76%
Oral Care Total	\$4.43	0.78%
Pain Relief Total	\$84.59	14.91%
Other Total	\$134.43	23.70%
Total Branded	\$466.48	82.24%
<i>Private Label</i>		
PL Antacids/Laxatives Total	\$25.38	4.47%
PL Cold/Allergy Total	\$6.49	1.14%
PL Diabetes Care Total	\$16.45	2.90%
PL Pain Relief Total	\$25.44	4.49%
PL Skin Care Total	\$7.45	1.31%
PL Vitamins Total	\$19.52	3.44%
Total PL	\$100.73	17.76%

Private Label Potential Opportunity

Total PL Utilization	17.76%
Potential total sales w/ PL alternatives	\$549.21
Potential Margin w/PL alternatives	\$165.58
Potential Average Margin w/PL alternatives	30.15%
Lost Margin opportunity	8.15%

Private Label Alternatives

<i>branded item description</i>	<i>branded item CIN</i>	<i>qty sold</i>	<i>PL item description</i>	<i>PL item CIN</i>	<i>margin difference (\$)</i>	<i>margin difference (%)</i>	<i>Total Margin diff</i>
TYLENOL ES 500MG 24 CPLT	4173878	2	LDR PAIN RELVR 500MG CAP 100	3467651	\$3.00	35.00%	\$6.00
MONISTAT 7 2% 45GM W/APL	1547322	3	LDR Yeast Infection	1362490	\$3.48	24.00%	\$10.44
AFRIN SPR 15ML SINUS	2331908	5	LDR Nasal decongestant	3687803	\$4.87	12.00%	\$24.35
							\$40.79

PL Utilization by Categories

PL Antacids/Laxatives Total	4.47%
PL Cold/Allergy Total	1.14%
PL Diabetes Care Total	2.90%
PL Pain Relief Total	4.49%
PL Skin Care Total	1.31%
PL Vitamins Total	3.44%
PL First Aid	0.00%
PL Eye and Ear	0.00%
PL Feminine Care	0.00%
PL Elastics and Bandages	0.00%

October 2010
Category Opportunity Report

Categories available in your store

	Same size POG						Bigger POG				Smaller POG			
	POG size (feet)	Your Store Sales (\$)	Your Store Sales per linear foot	Average sales stores w/same POG	Sales per liniar foot	Difference	POG size	Average sales stores w/next size up POG	Sales per liniar foot	Difference	POG size	Average sales stores w/next size down POG	Sales per linear foot	Difference
Skin Care Total	4	\$11.74	\$2.94	\$10.90	\$2.73	\$0.21	6	\$15.60	\$2.60	\$0.34	N/A			
Vitamins & Suplements Total	4	\$29.41	\$7.35	\$32.60	\$8.15	(\$0.80)	6	\$39.30	\$6.55	\$0.80	N/A			
Antacids/Laxatives Total	6	\$76.51	\$12.75	\$65.90	\$10.98	\$1.77	8	\$178.50	\$22.31	(\$9.56)	4			
Cold/Allergy Total	8	\$82.10	\$10.26	\$83.40	\$10.43	(\$0.16)	12	\$85.00	\$7.08	\$3.18	6			
Eye & Ear Care Total	4	\$25.76	\$6.44	\$23.40	\$5.85	\$0.59	6	\$39.70	\$6.62	(\$0.18)	N/A			
Feminine Care Total	4	\$55.16	\$13.79	\$54.80	\$13.70	\$0.09	6	\$57.90	\$9.65	\$4.14	N/A			
First Aid Total	6	\$16.86	\$2.81	\$13.40	\$2.23	\$0.58	8	\$17.90	\$2.24	\$0.57	4			
Foot Care Total	4	\$4.33	\$1.08	\$5.60	\$1.40	(\$0.32)	6	\$5.60	\$0.93	\$0.15	N/A			
Oral Care Total	6	\$4.43	\$0.74	\$5.60	\$0.93	(\$0.20)	8	\$5.90	\$0.74	\$0.00	4			
Pain Relief Total	8	\$110.03	\$13.75	\$112.00	\$14.00	(\$0.25)	12	\$114.00	\$9.50	\$4.25	6			
Diabetes Care	8	\$16.45	\$2.06	\$14.50	\$1.81	\$0.24	12	\$20.10	\$1.68	\$0.38	4			
Other Total	N/A	\$134.43	N/A	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A
<i>Total</i>		\$567.21												

Categories NOT available in your store

	4' POG		6' POG		8' POG	
	Average sales	Sales per liniar foot	Average sales	Sales per liniar foot	Average sales	Sales per liniar foot
Personal Care	\$247.30	\$61.83	\$346.00	\$57.67		
Mobility	\$345.70	\$86.43	\$399.00	\$66.50		
Deodorants	\$134.00	\$33.50	\$176.50	\$29.42		

October 2010

Top Sellers

Your Store

Branded Items

Total Sales	CIN	Description	Category
\$ 70.00	1083799	CITRUCEL 16.9OZ S/F ORANGE	Antacid/Laxatives
\$ 57.00	3919917	MIRALAX PW	Antacid/Laxatives
\$ 45.00	4047379	VITAMIN CENTURY MATURE ADULT	Vitamins
\$ 42.00	2188605	VITA B COMPLEX	Vitamins
\$ 33.00	4030920	OMEPRAZOLE 20MG	Antacid/Laxatives
\$ 26.00	3486529	AIRBORNE 10 EFF LMN/LIME	Vitamins

Private Label Items

Total Sales	CIN	Description	Category
\$ 65.00	2854867	LDR ANTI-DIARRHEAL CAPLET 18	PL Antacid/Laxatives
\$ 45.00	4141297	LDR EPSOM SALT 4LB	PL Antacid/Laxatives
\$ 32.00	3435534	LDR COUGH DROP S/F 30 BL/CHRY	PL Cold/Allergy
\$ 25.00	2434504	LDR GLUCOSE TABS 50 ORANGE	PL Diabetes
\$ 23.00	1069053	LDR IBUPROFEN TAB 100 WHITE	PL Pain Relief
\$ 12.00	4163432	LDR STERILE PADS 3X3 25	PL Diabetes Care
\$ 11.00	2858041	LDR IBUPROFEN TAB 100 WHITE	PL Pain Relief

Avg. Retail Independents

Branded Items

Total Sales	CIN	Description	Category
\$ 67.80	1083799	CITRUCEL 8OZ S/F ORANGE	Antacid/Laxatives
\$ 56.30	3919917	MIRALAX PW	Antacid/Laxatives
\$ 43.00	4047379	COD LIVER OIL 4OZ	Vitamins
\$ 32.00	2188605	AIRBORNE 10 EFF LMN/LIME	Vitamins
\$ 30.00	4030920	OMEPRAZOLE 20MG	Antacid/Laxatives
\$ 22.00	3486529	SUPER POLIGRIP 1.4OZ ORIG	Oral Care

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\$ 48.90	4141297	LDR EPSOM SALT 4LB	PL Antacid/Laxatives
\$ 46.00	3435534	LDR TUSSIN DM CLEAR 4OZ	PL Cold/Allergy
\$ 34.00	2434504	LDR GLUCOSE TABS 50 ORANGE	PL Diabetes Care
\$ 31.20	1069053	LDR IBUPROFEN TAB 100 WHITE	PL Pain Relief
\$ 21.30	4163432	LDR PAIN REL 500MG GELTAB 100	PL Pain Relief
\$ 18.00	2858041	LDR PETROLEUM JELLY 13OZ	PL Skin Care

Benchmark 1 (Similar Stores)

Branded Items

Total Sales	CIN	Description	Category
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Benchmark 2 (Avg RI in your state)

Branded Items

Total Sales	CIN	Description	Category
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October 2010**Top Sellers****Your Store***Branded Items*

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Benchmark 1 (Similar Stores)*Branded Items*

Total Sales	CIN	Description	Category
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Benchmark 2 (Avg RI in your state)*Branded Items*

Total Sales	CIN	Description	Category
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2009 Trends for Independent Pharmacy

Monthly Sales by Category as % of Total Front End Sales

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Skin Care Total	8%	7%	5%	5%	12%	12%	13%	13%	13%	7%	7%	8%
Vitamins & Supplements Total	16%	12%	14%	14%	16%	16%	14%	14%	14%	15%	16%	14%
Antacids/Laxatives Total	7%	7%	7%	7%	8%	8%	7%	7%	7%	7%	7%	7%
Cold/Allergy Total	21%	22%	20%	20%	9%	9%	8%	8%	8%	22%	22%	21%
Eye & Ear Care Total	2%	3%	5%	5%	2%	2%	3%	3%	3%	2%	2%	2%
Feminine Care Total	9%	9%	11%	11%	9%	9%	9%	9%	9%	9%	9%	9%
First Aid Total	8%	7%	9%	9%	7%	7%	12%	12%	12%	7%	7%	7%
Foot Care Total	2%	2%	2%	2%	3%	3%	3%	3%	3%	2%	2%	2%
Oral Care Total	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Pain Relief Total	14%	14%	12%	12%	17%	17%	14%	14%	14%	13%	12%	11%
Other Total	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%
Personal Care	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%
Mobility	7%	10%	8%	8%	10%	10%	10%	10%	10%	10%	8%	10%
Deodorants	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%

1st
2nd
3rd

2010 Trends for Independent Pharmacy

Monthly Sales by Category as % of Total Front End Sales

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Skin Care Total	8%	7%	5%									
Vitamins & Supplements Total	16%	12%	14%									
Antacids/Laxatives Total	7%	7%	7%									
Cold/Allergy Total	21%	22%	20%									
Eye & Ear Care Total	2%	3%	5%									
Feminine Care Total	9%	9%	11%									
First Aid Total	8%	7%	9%									
Foot Care Total	2%	2%	2%									
Oral Care Total	3%	3%	3%									
Pain Relief Total	14%	14%	12%									
Other Total	1%	2%	1%									
Personal Care	1%	1%	1%									
Mobility	7%	10%	8%									
Deodorants	1%	1%	2%									

NCPA Digest

Average Prescriptions dispensed daily
 New 200
 Renewed 92
 108

Days open per week 6
 Hours open per week 55

Average monthly total sales \$323,400.00
 Rx \$301,732.20
 Other (OTC, HBC, HHC, etc) \$21,667.80

Size of area and monthly median sales per sq. foot
 Rx 1220 sq. feet \$303.08
 Other (OTC, HBC, HHC, etc) 2618 sq. feet \$6.66

Sales activity per hour
 Rx sales per hour \$1,169.00
 Other (OTC, HBC, HHC, etc) \$91.00