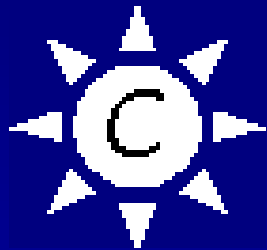


# Customer Trends: Using Them to Achieve Your Business Goals

Marsha K. Millonig, RPh, MBA, President



Catalyst Enterprises, LLC

# Today's Goals



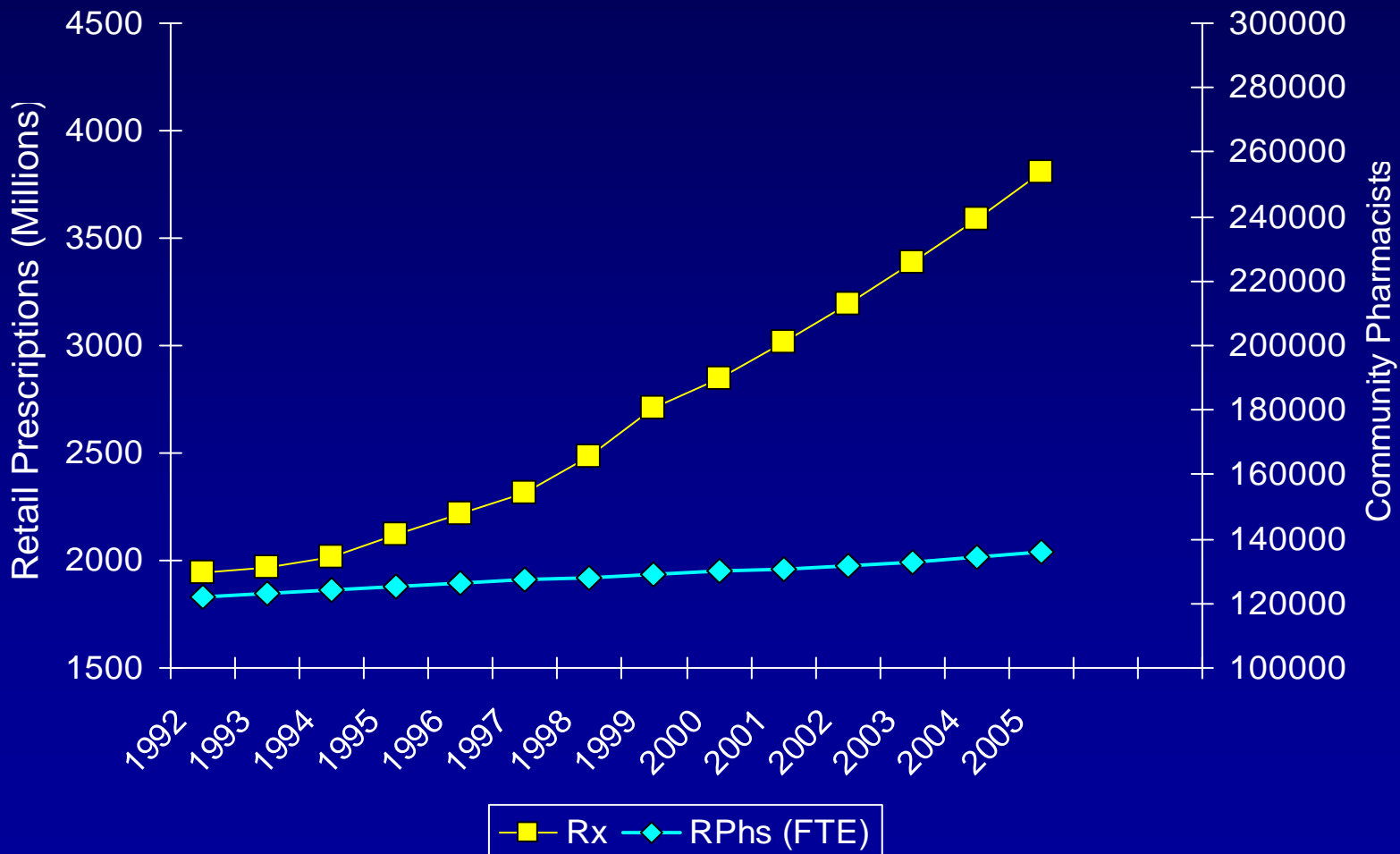
- Look at the macro forces influencing health care and pharmacy the next decade
- Changes in pharmacy business models: traditional vs. new, revenue generating services
- What do chain, independent and hospital practitioners think are critical for 2008?
- How does this impact you and your company?
- What can Catalyst Enterprises, LLC provide?
- All in 30 minutes or less—so hang on!



# Pharmacy Trends

- Growing number of prescriptions
- Continued shortage of practitioners
- Increasing use of technology
- Need for standardized Rx cards and reduction of white noise
- Increasing use of technicians
- Growth in collaborative practice states and states allowing immunization (over 40)
- Increased demand for patient care services
- Opportunity for more with biotechnology

# Retail Prescriptions and Pharmacists 1992-2005

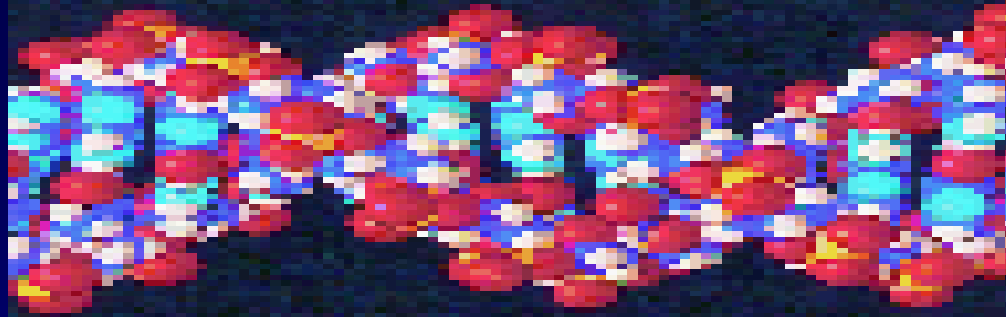


Source: IMS HEALTH and NACDS Economics Department

# Current Use and Projected Need for Pharmacists

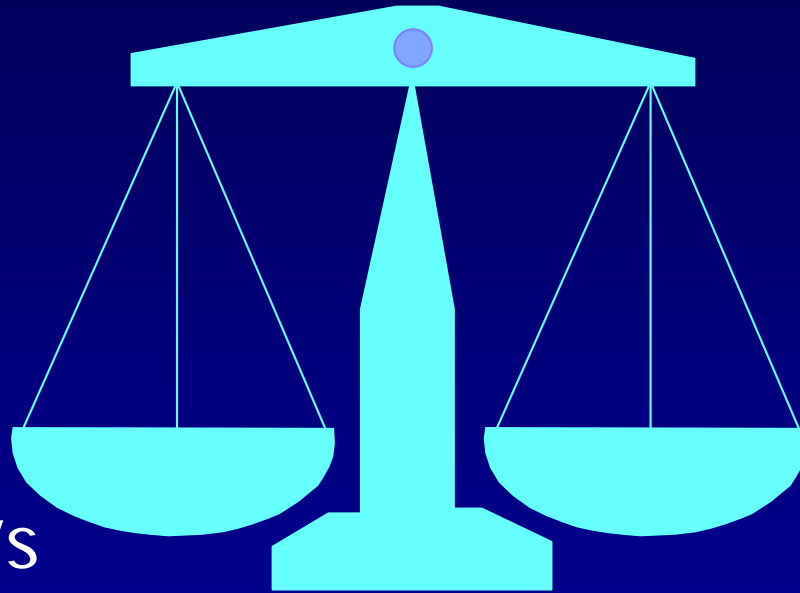
	2001 Estimated Deployment	2020 Forecast Need
<b>Order fulfillment</b>	136,400	100,000
<b>Patient Care</b>	48,000	295,000
<b>Other</b>	12,300	22,000
<b>Total Need</b>	196,700	417,000
<b>Total Supply</b>		260,000
<b><i>Projected Shortfall</i></b>		<i>157,000</i>

# What We Are Unsure About...



- Role of drugs in future health care
- Role of genomics and biotech as an adjunct, replacement, or addition to current drug therapy
- Organization and financing of drugs and pharmacy services
- Extent of adoption of new pharmacist roles, especially in light of MTMS

# Challenge for Pharmacy: Finding the Balance



- Increasing Rx's
- Manpower Challenges

- Increasing Consumer Demand for Services
- Increasing Need for Service with Biotech

# Impacts on Your Business

Ask yourself how these trends might change what you do? What innovations might you make?

"I think it's impossible to really innovate unless you can deal with all aspects of a problem. If you can only deal with yolks or whites, it's pretty hard to make an omelette."

» Gene Amdahl





# Impacts on Your Business

- Product packaging and design: unit of use, names, bar coding, RFID and EPC
- Product launch process: IMA's and shortage management
- Product support material: patient education
- Policy & program management: returns, CE
- Risk management: process that works, use of performance network for compliance, adherence and tests
- Research support into new compliance/adherence initiatives

# How Can Catalyst Enterprises Help?

The image shows a screenshot of the Catalyst Enterprises LLC website. The header features the company logo, which consists of four colored dots (yellow, green, purple, red) followed by the word "catalyst" in a bold, teal font, and "ENTERPRISES LLC" in a smaller, teal font below it. Underneath the logo is the tagline "From Insights to Strategies". In the top right corner, there are navigation links for "FAQs", "Contact", and "Home". A horizontal menu bar with a pink background contains five items: "Facilitating", "Writing", "Speaking", "Events", and "Trend Tracking". The main content area is a large image featuring colorful DNA double helix structures on the left and a variety of colorful pills and capsules on the right. At the bottom of the page, there is a row of five small thumbnail images: a woman speaking at a podium, a DNA helix, a woman in a white lab coat, a large conference room, and a book cover titled "PHARMACEUTICAL CARE INSIGHTS FOR COMMUNITY PHARMACISTS".

FAQs | Contact | Home

**catalyst**  
ENTERPRISES LLC  
From Insights to Strategies

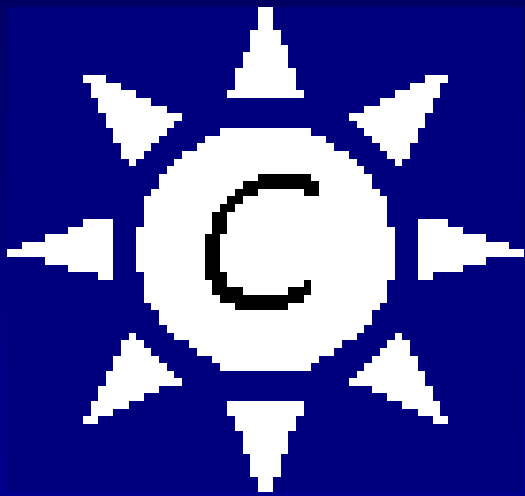
Facilitating Writing Speaking Events Trend Tracking

PHARMACEUTICAL CARE  
INSIGHTS FOR  
COMMUNITY  
PHARMACISTS

# Services

- strategy development and strategic planning
- advisory board meeting planning and speaking
- facilitating meetings
- developing and delivering dynamic presentations
- conducting and reviewing market analyses
- managing projects
- developing grants and proposals
- writing and reporting

# Thanks for Having Me!



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