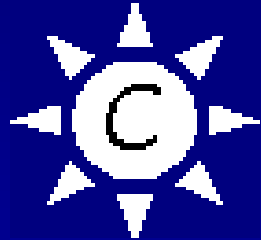


Customer Trends: Using Them to Achieve Your Business Goals

Marsha K. Millonig, RPh, MBA, President

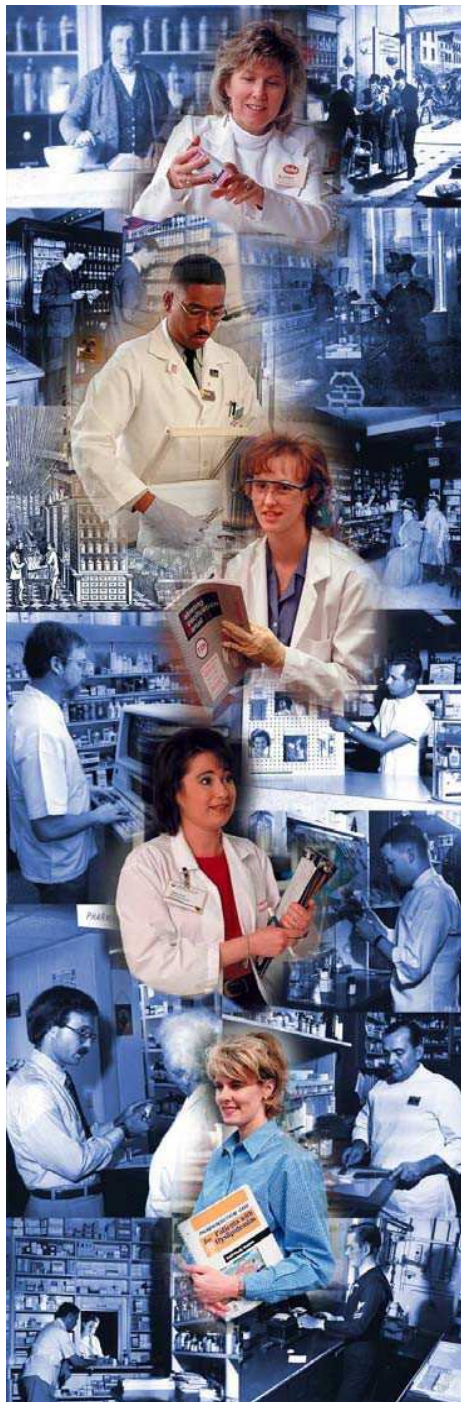


Catalyst Enterprises, LLC

Today's Goals



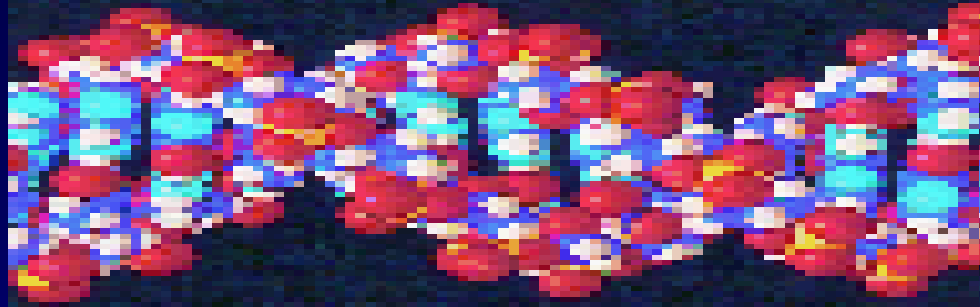
- Look at the macro forces influencing health care and pharmacy the next decade
- Changes in pharmacy business models: traditional vs. new, revenue generating services
- What do chain, independent and hospital practitioners think are critical for 2016?
- How does this impact you and your company?
- What can Catalyst Enterprises, LLC provide?
- All in 30 minutes or less—so hang on!



Pharmacy Trends

- Growth slows in number of prescriptions
- Balancing demand for practitioners
- Increasing use of technology
- Increasing use of technicians
- Growth in collaborative practice states and states allowing immunization (48, all)
- Increased demand for patient care services
- Opportunity for more with specialty medications

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

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

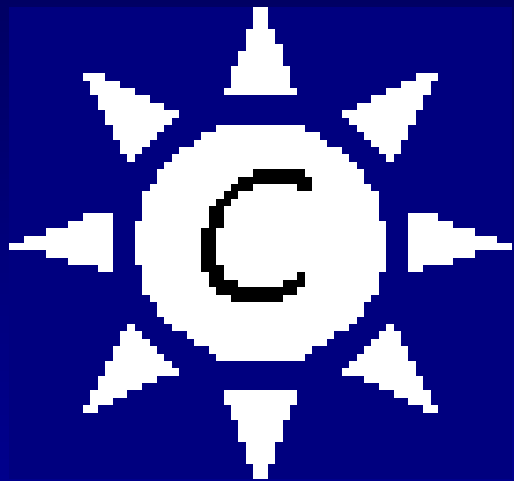
How Can Catalyst Enterprises Help?

The image shows a screenshot of the Catalyst Enterprises LLC website. At the top right, there are navigation links for [FAQs](#), [Contact](#), and [Home](#). The logo features four colored dots (yellow, green, purple, red) followed by the word **catalyst** in a bold, lowercase font, with **ENTERPRISES LLC** underneath and the tagline *From Insights to Strategies* in a smaller font. A red horizontal bar contains five menu items: **Facilitating**, **Writing**, **Speaking**, **Events**, and **Trend Tracking**. The main visual is a collage of colorful DNA double helix structures and various pills and capsules. At the bottom, 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**.

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!



- www.catalystenterprises.net
- mmillonig@catalystenterprises.net
- Tel: 651-905-9002
- Fax: 651-905-9004