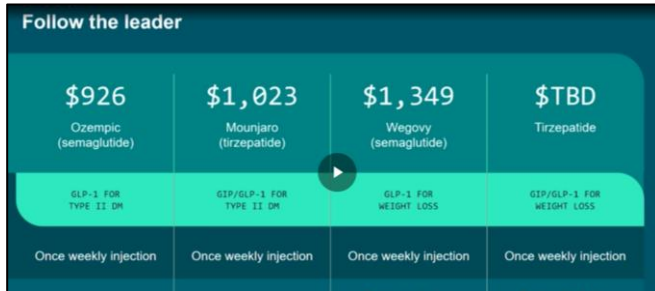


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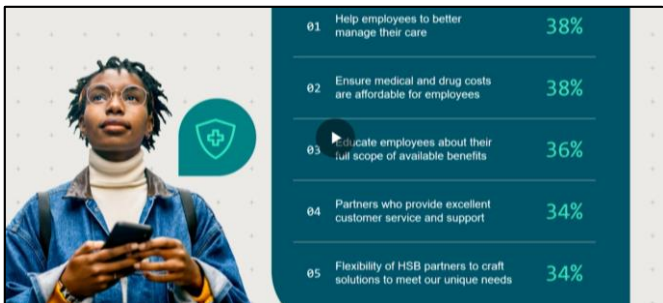
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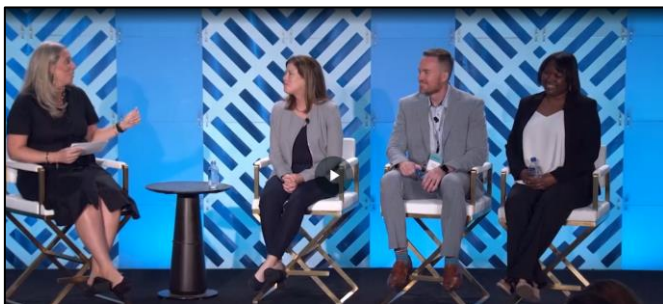
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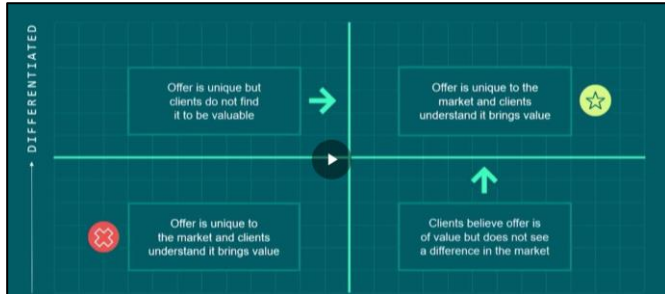


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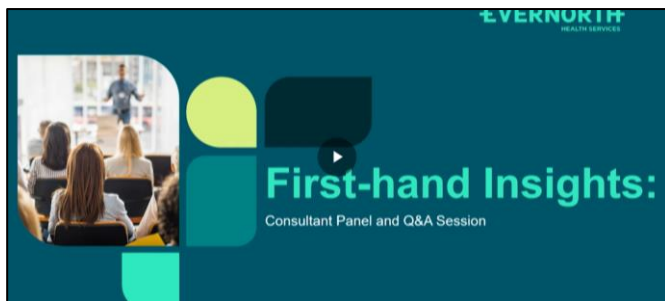
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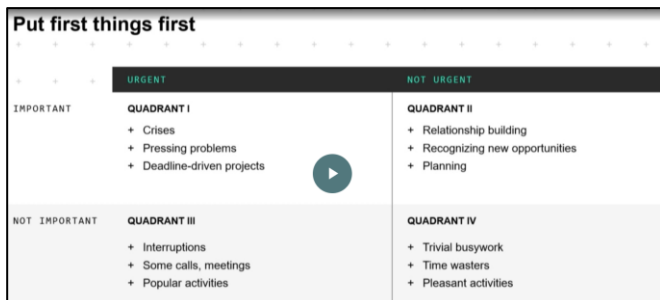


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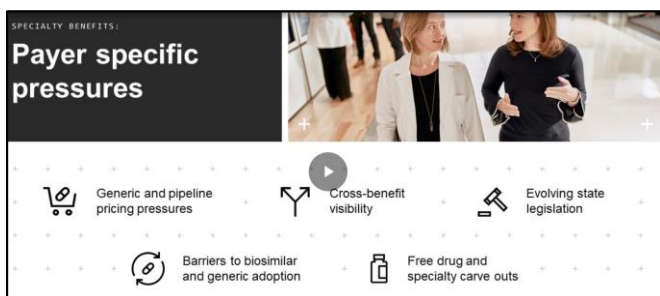
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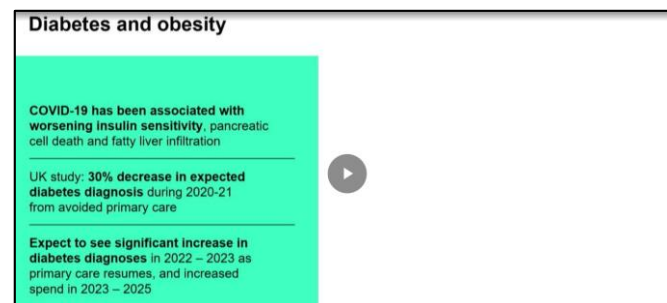
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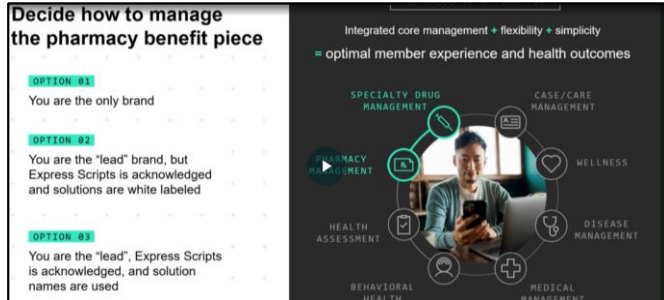


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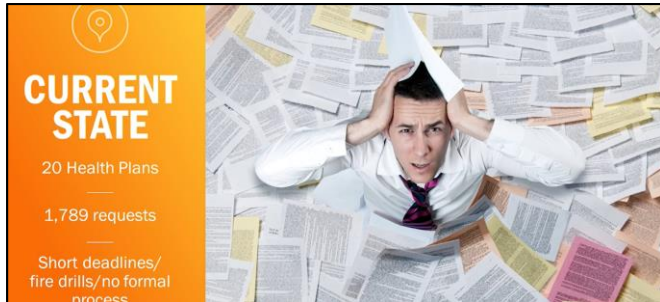


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OPTIC #1 DURABLE MEDICAL EQUIPMENT / NON-COVERED DRUGS		
THE PROBLEM:	THE IMPACT:	WHAT TO LOOK FOR:
<p>Diabetic Supplies are being considered DME</p> <p>They do not meet the contractual definition of a "drug"</p> <p>Therefore considered a Non-Covered Drug</p>	<p>Excluded from financial guarantees</p> <p>Inflated rebate guarantees</p> <p>Margin retention that can be reinvested into the deal</p>	<p>Contractual definitions of DME, Covered Drug, etc.</p>

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Matching perception to reality: building a winning pharmacy go-to-market team

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Prospecting

- Start early
- Help them complete their "buying jobs"
- Don't sell - be a trusted advisor
- Don't just hit send - make content meaningful

Prospecting playbook

Un-leveling the playing field: utilizing simple strategic marketing

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