

# PRICING MATTERS

## IMAGINE THIS:

A leading manufacturer of a pharmacy-based prescription is experiencing a high abandonment rate

Physicians' ongoing loyalty is a concern

Increasingly prevalent high deductible health plans present a financial barrier

## THE SOLUTION:

Conduct an analysis of price points, deductibles and abandonment

Based on data, triple the copay cap, making it more affordable for patients

## RESULTING IN:

Increased claim value, up 1,000 each month from the previous year

55% increase in ROI (incremental revenue vs. incremental cost)

