

Alliance Healthcare Switch

Order Management System



**Maximise
commercial deals**



**Control and
streamline buying**



**Flexibility and
support**

**Visit us online today:
www.alphega-pharmacy.co.uk**

 **alphega**
pharmacy
close to you

.....

Many independent pharmacies are under pressure to increase overall profit margin. We know that most of you are looking for ways to do this without compromising the high quality, personalised service your customers expect from you.

With an ever changing pharmacy market, it is hard to ensure you and your team stay abreast of changes while providing the best care for your patients. There are many challenges you may face along the way, including keeping up to date with a constantly changing wholesale market, monitoring and managing the ordering process while you are out of the business, and ensuring your customers get the brand and service they want.

With all these challenges, it can be difficult to define a strategy that is best for your business and to ensure your team follow this. Now, more than ever, it is important to ensure your teams have the skills they need to offer a consistent patient-centric service and have the technology needed to help free up the time to deliver this.

This is where an order management system can help you. Alliance Healthcare Switch will enable you to realise the best return on your commercial agreements, whilst helping to reduce time spent sourcing out of stock lines and reviewing where orders have been sent.



It is possible to maximise profits, minimise time and continue to deliver outstanding service to your customers, without compromise, with Alliance Healthcare Switch.

Welcome to Alliance Healthcare Switch

Alliance Healthcare Switch offers our members the best of both worlds and is designed to clearly put your needs first. Switch;

- assists you in accessing the best possible purchase profits from the market
- offers flexibility to manage ordering protocols across multiple suppliers by category and product
- protects from unexpected Alliance Healthcare charges and helps manage the commercial impact of distress purchasing
- supports you in identifying the best opportunities within generics to help maximise your purchase profits
- offers the best possible service for you, your staff and your patients
- helps you strike the right balance between control and automation resulting in the simplest processes for your staff and patients
- gives you confidence to achieve the best commercial return in each category and the added confidence of a loyalty bonus (see following pages for criteria and details)



Your business, your way

To help increase ease of set up and unlock additional commercial benefits each product category (Brand, Brand Equalisation, Generic, Parallel Import, Health and Beauty, Surgical) can be set up using one of three options. Each one is designed to meet the varying needs of your business.

Option 1

Offers low maintenance and a maximum Alphaega commercial benefit

- **As a Silver member**, you can enjoy a **25%** discount on your membership fee meaning a monthly discount of **£25** making the total cost of your membership just **£75** per month. This discount can be unlocked by selecting option 1 in specific categories (please see discount table on page 6 for further details)

- **As a Platinum member**, you can enjoy an additional **40%** discount on your membership fee meaning a monthly discount of **£100** making the total cost of your membership just **£150** per month. This discount can be unlocked by selecting option 1 in specific categories (please see discount table on page 6 for further details).

If you choose Option 1 in any category you will also unlock an additional loyalty rebate of **up to 1.05%** on total spend. Total spend will include spend from Alliance Healthcare, Cavendish, NWOS, and OTC Direct (excluding products subject to Solus and Agency agreements). For more detail please see additional Alphaega rebates on page 9.

- **As a Diamond member**, you can enjoy an additional **50%** discount on your membership fee meaning a monthly discount of **£250** making the total cost of your membership just **£250** per month. This discount can be unlocked by selecting option 1 in specific categories (please see discount table on page 6 for further details)

If you choose Option 1 in any category you will also unlock an additional loyalty rebate of **up to 1.44%** on total spend. Total spend will include spend from Alliance Healthcare, Cavendish, NWOS, and OTC Direct (excluding products subject to Solus and Agency agreements). For more detail please see additional Alphaega rebates on page 9.

Option 2

Requires some maintenance and offers a competitive Alphaega commercial benefit

- **As a Platinum member**, if you choose Option 2 in any category you will unlock an additional loyalty rebate of **up to 1.05%** on total spend. Total spend will include spend from Alliance Healthcare, Cavendish, NWOS, and OTC Direct (excluding Solus and Agency agreements). For more detail please see additional Alphaega rebates on page 9.

- **As a Diamond member**, if you choose Option 2 in any category you will unlock an additional loyalty rebate of **up to 1.44%** on total spend. Total spend will include spend from Alliance Healthcare, Cavendish, NWOS, and OTC Direct (excluding products subject to Solus and Agency agreements). For more detail please see additional Alphaega rebates on page 9.

Option 3

Requires high maintenance and offers minimal Alphaega commercial benefit.

Alphega Benefits

The benefits of
Alphega Silver Membership

Alliance Healthcare
switch option selection
to unlock benefits

Option 1
only

Minimum Switch
requirements

| Fee structure | | | | | | |
|----------------|------------|----------|----|-----|----------|--|
| Monthly fee | £100 | | | | | |
| Discount % | 25% | | | | | |
| Discount | £25 | | | | | |
| Net fee | £75 | | | | | |
| BE | Branded | Generics | PI | H&B | Surgical | |
| ✓ | ✓ | | | | | |

No
switch
required

As a Silver Member
we will reward you:

0.2%*

Loyalty rebate on total spend, excluding products subject to Solus and Agency agreements. This applies to all spend from Alliance Healthcare, Cavendish, NWOS, and OTC Direct. Members may receive category discounts on top (subject to scheme terms and conditions).

* 0.2% reward for Silver members comes as standard.

Membership Criteria

Mandatory criteria for Silver members

| | |
|-----------------|--|
| Branding | Alphega Logo, Opening Times and Pharmacy Information |
| Mystery Shopper | ✓ |

The benefits of
Alphega Platinum Membership

Alliance Healthcare
switch option selection
to unlock benefits

Option 1
only

Minimum Switch
requirements

Plus any 2 of the other 4 categories

| Fee structure | | | | | | |
|----------------|-------------|----------|----|-----|----------|--|
| Monthly fee | £250 | | | | | |
| Discount % | 40% | | | | | |
| Discount | £100 | | | | | |
| Net fee | £150 | | | | | |
| BE | Branded | Generics | PI | H&B | Surgical | |
| ✓ | ✓ | | | | | |

Option
1 and 2

As a Platinum Member
we will reward you:
up to

1.05%**

Loyalty rebate on total spend, excluding products subject to Solus and Agency agreements. This applies to all spend from Alliance Healthcare, Cavendish, NWOS, and OTC Direct. Members may receive category discounts on top (subject to scheme terms and conditions).

** Discount subject to Switch category selection. Please see page 9.

Membership Criteria

Mandatory criteria for Silver members

| | |
|-----------------------|-----------------------|
| Switch | ✓ |
| Branding | Level 1 Branding Pack |
| Mystery Shopper Score | > 80% |

The benefits of
Alphega Diamond Membership

Alliance Healthcare
switch option selection
to unlock benefits

Option 1
only

Minimum Switch
requirements

Plus any 2 of the other 3 categories

| Fee structure | | | | | | |
|----------------|-------------|----------|----|-----|----------|--|
| Monthly fee | £500 | | | | | |
| Discount % | 50% | | | | | |
| Discount | £250 | | | | | |
| Net fee | £250 | | | | | |
| BE | Branded | Generics | PI | H&B | Surgical | |
| ✓ | ✓ | ✓ | | | | |

Option
1 and 2

As a Diamond Member
we will reward you:
up to

1.44%**

Loyalty rebate on total spend, excluding products subject to Solus and Agency agreements. This applies to all spend from Alliance Healthcare, Cavendish, NWOS, and OTC Direct. Members may receive category discounts on top (subject to scheme terms and conditions).

** Discount subject to Switch category selection. Please see page 9.

Membership Criteria

Mandatory criteria for Silver members

| | |
|-----------------------|---|
| Switch | ✓ |
| Branding | Level 1 Branding Pack and co-branded Fascia. High end fixtures and fittings |
| Retail Partnership | ✓ |
| Professional Services | ✓ |
| Mystery Shopper Score | > 80% |

The power of Alliance Healthcare Switch



At Alphega Pharmacy we know that the pharmacy environment is changing.

Our 'close to you' promise ensures that we are listening, and constantly striving to make our partnership deliver even more value to your business.

You've told us that you want to control and streamline buying, that you want to spend less time ordering and have the ability to buy and monitor your purchasing remotely.

Many of you want the ability to split categories by supplier and realise the benefits of technology in this ever changing market.

Additional Alphega Rebates

| Category | Alliance Healthcare Switch required to access discounts | | |
|--------------|---|--------------|--------------|
| | Alliance Healthcare Switch Optional Silver | Platinum | Diamond |
| Brand | 0 | 0.25% | 0.35% |
| BE | 0 | 0.25% | 0.35% |
| Generics | 0 | 0.25% | 0.35% |
| PI | 0 | 0.1% | 0.13% |
| H&B | 0 | 0.1% | 0.13% |
| Surgical | 0 | 0.1% | 0.13% |
| Total | 0.2%* | 1.05% | 1.44% |

Discount applied from £1 Option 1 or 2 per category to unlock discount in Platinum and Diamond

Platinum Diamond

Discount mix is dictated by option selection in each category. For example as a platinum member if you choose Option 1 or 2 in all categories excluding surgical, you will receive 0.95% discount on your total spend. This discount applies to your total spend, excluding Solus and Agency agreements. This applies to all spend from Alliance Healthcare, Cavendish, NWOS, and OTC Direct.

Eligible Medical Discount

| Silver | Platinum | Diamond |
|-----------------|---------------|----------------|
| Tiered discount | 11.5% from £1 | 11.75% from £1 |

* 0.2% reward for Silver members comes as standard.

Switch – Benefits



PMR

Contains a large range of PIP's for all suppliers and manufacturers.



Switch

Recognises any PIP and ensures the best code is used to meet the your needs.



Suppliers

Correct code is supplied by Switch at point of order which ensures accurate order capture and continuity of supply.

Other benefits include...

- ↔ Buying rules can be applied across multiple branches or bespoke for each branch
- ↔ Head office log in for owners to ensure changes are only made by authorised users
- ↔ Web based portal to give full visibility of orders and convenient access to settings

- ↔ Technical and commercial support for any queries
- ↔ Supplier cascades are fully customisable
- ↔ Full visibility of stock response from all suppliers

So what's in it for you?



Customisation



Visibility of all orders



Better time management



Additional commercial benefits



Multiple levels of engagement with Alliance Healthcare by category



Bespoke cascades and supplier by default

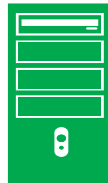


High control over commercial deals

Switch – How Does it work?



Switch will work with one, or multiple PMRs, in a single pharmacy, or across a group of pharmacies.



Switch

Switch is hosted on secure servers so no need for additional hardware taking up valuable dispensary space.



| | Brand | Brand Equalisation | Generics | Parallel Import | Health & Beauty | Surgical |
|------------|----------------|--------------------|----------------|-----------------|-----------------|----------------|
| 1st Choice | AHDL | AHDL | AHDL | Other supplier | Other Supplier | Other supplier |
| 2nd Choice | Other Supplier | Other Supplier | Other Supplier | AHDL | Other Supplier | Other Supplier |
| 3rd Choice | Other Supplier | Other Supplier | Other supplier | Other Supplier | Other Supplier | AHDL |
| 4th Choice | Other Supplier | Other Supplier | Other Supplier | Other Supplier | AHDL | Other Supplier |

Supplier cascades are fully customisable at product or manufacturer level.
Cascades will run from first to fourth choice supplier.

Switch is compatible to work with Proscript Standard and Connect, Positive Solutions Analyst, Rx/Web and Cegedim Pharmacy Manager.

This leaflet is intended to be used as an aid for discussion with your Alphaega Representative. Alphaega Pharmacy does not make any representation or warranty, expressed or implied as to the accuracy or completeness of any information included.