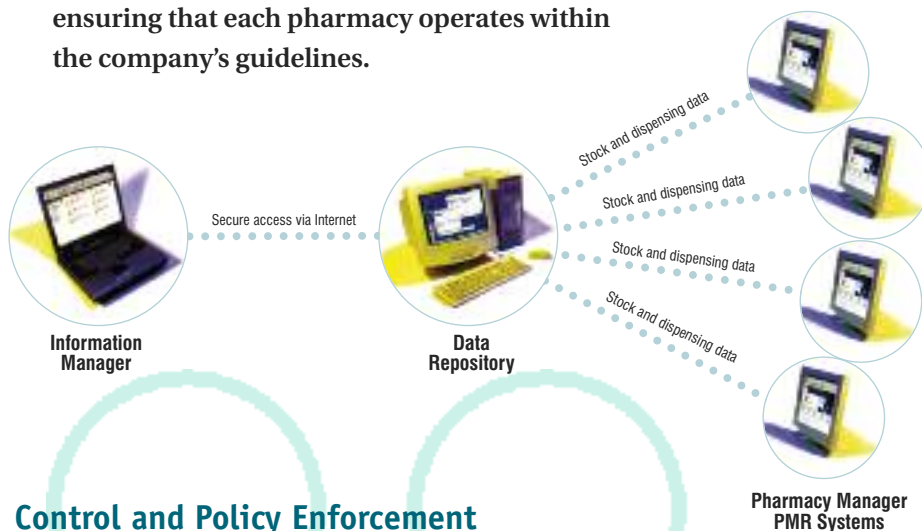


# Information Manager

A complete solution for multiple pharmacies

Reliable business performance data is vital. It prompts and supports accurate business decisions, allowing an organisation to maximise profitability and develop competitive advantages. However, company-wide dispensing and stock information can be extremely difficult to generate and control.

Cegedim Rx's complete IT solution for multiple pharmacies provides a flexible approach to business intelligence and dispensary control. Dispensing and stock data are automatically extracted each night from the Pharmacy Manager PMR systems. This data is cleansed before being entered into a central data repository. Head office personnel then log-in to Information Manager to analyse their company-wide information, which can be filtered, sorted and drilled into interactively, and presented in almost infinite formats. Branch Manager provides control; it allows the company to set up and enforce dispensing, ordering and professional policies, ensuring that each pharmacy operates within the company's guidelines.



## Control and Policy Enforcement

Companies with multiple pharmacies typically negotiate brand equalisation and other deals with their suppliers. However, it can be difficult to make sure that the pharmacies always issue and re-order the correct items from the preferred suppliers, particularly if the company relies heavily on locum pharmacists. The Cegedim Rx suite of products for multiple pharmacies makes it easy to enforce dispensing and ordering policies, and also to highlight non-compliance with these policies.

Profitability is improved because of higher levels of compliance with negotiated deals, achieved with minimal effort from head office or pharmacy staff.



## Confidence from Information

Information Manager allows head office staff and regional managers to interactively manipulate information regarding their company-wide dispensing business. Areas requiring management consideration can be identified quickly, allowing accurate business decisions to be made promptly and with confidence.

Head office personnel have easy access to meaningful information that would otherwise be almost impossible to produce. This information will allow the company to improve stock turn, reduce stock levels and be more profitable as a direct result of improved buying power.

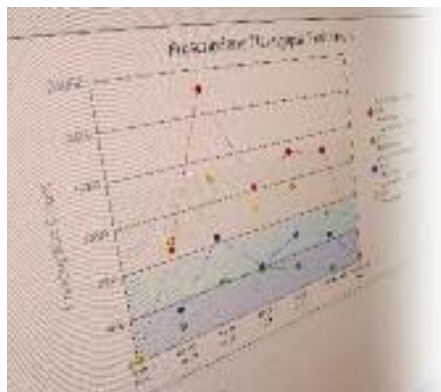
## Interactive Business Intelligence

Static reporting systems are inflexible and cause frustration when something slightly different to a standard report is needed.

Built using MicroStrategy®, Information Manager creates an interactive approach to business intelligence, giving near limitless possibilities for turning raw data into meaningful information. It allows customised data sets to be created, and then in real time the data can be grouped, filtered and sorted in many ways.

Further power comes from the ability to initially view information at a company-wide level and then drill down into increasing levels of detail such as geographic criteria, time and product category. Despite this flexibility and power, Information Manager is incredibly intuitive and easy to use.

For the first time Information Manager makes it easy for multiple pharmacies to quickly identify invaluable information. The interactive approach to working with information combined with the ability to drill down into increasing levels of detail encourages a more efficient prioritisation of the areas requiring management attention.



## Freedom and Flexibility

Information Manager brings new levels of freedom and flexibility to business intelligence. There is no specialised equipment required, nor any software to install because Information Manager is accessed via a secure Internet connection. This means it can be used on any computer, anywhere in the world, particularly suiting home-workers, people who frequently work from different locations and those who spend significant amounts of time out of the country.

Information Manager allows you to see current information and make decisions about your dispensing business at any time, from any location.



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## Information Manager Benefits

### General

- Web browser interface
- Log in using any computer with Internet access
- Intuitive MicroStrategy® user interface
- Daily data collections from Pharmacy Manager dispensary systems

### Business Intelligence

- View information from a single pharmacy within an organisation, selected pharmacies, all pharmacies within an area or every pharmacy owned by the company
- Filter, sort and group by various criteria
- Save report layouts for quick future access
- Drill down into data
- View information as data, charts or graphs
- Export data for use in Microsoft® Excel
- Create PDF copies of reports

### Security

- Secure login with user name and password
- Automatic log off after periods of inactivity
- Different access privileges for different users
- 128 bit SSL transmission, 128-bit encryption of data, multiple firewall (DMZ) configuration with no database connection on web server

### Commercial Information

- Information for negotiating better buying deals
- Ensure terms and conditions of deals are met
- Improve dispensary margins and stock turn
- Monitor shrinkage
- Slow moving and dead stock
- Fastest moving products
- Prescription throughput information for accurate staff allocation
- Stock valuations
- Exception reporting: identify items that are dispensed or ordered against company policy

### Professional Information

- Often owed products
- Quantity of owings
- Dispensing abnormalities

### Branch Manager

- Control Pharmacy Manager PMR systems
- Maintain consistency across all pharmacies
- Enforce dispensing policies
- Control supplier preferences
- Enter deal prices and generate accurate profit information

Call us on **0844 630 2002** (option 1) or e-mail [leadsales@cegedimrx.co.uk](mailto:leadsales@cegedimrx.co.uk) for more information on all Cegedim Rx products and services.