OVERVIEW

ASM
A-S Medication Solutions

KEY GOALS & DELIVERABLES

KEY GOALS

- Understand the **competitive landscape** of A-S Medication Solutions
- Identify **strengths**, **weaknesses**, and **differentiators** of competitors
- Identify **gaps** in the market and **opportunities** for ASM
- Inform **strategic decisions** for product development, sales, and marketing

DELIVERABLES

- Summary report document
- Summary report slide deck
- Sales resources: SWOT analyses, competitor comparisons, etc.
- Recommendations to fill gaps and demonstrate effective positioning

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A-S Medication Solutions

MEDICATION MANAGEMENT MADE SIMPLE.

COMPETITOR DESCRIPTIONS

Segment	Description	Competitors
Point-of-Care Dispensing Vendors	Enable in-office dispensing.	Northwind, Proficient Rx, PDRx, Bryant Ranch Pharmaceuticals, DocRx, Advanced Rx
Repackagers	Repackage medications for clinics.	SafeCor Health
Full-Service Pharmacy Models	Offer end-to-end pharmacy services	CVS, Walgreens, hospitals
Mail-Order Pharmacy Models	Deliver medications directly to patients.	Amazon Pharmacy

ASM

STRENGTHS	WEAKNESSES
• Compliance • Fast delivery • Wide service scope • Conference coverage • Over 35 years of industry experience	• Higher pricing relative to competitors • No AI integration • No public price transparency • Google reviews
OPPORTUNITIES	**THREATS**
• Growth of the dispensing industry • Leverage AI integration	• Emerging players with technological strength • Regulatory changes (Legislation) • Potential loss of competitive edge if competitors match or exceed our current service offerings

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NORTHWIND

STRENGTHS	WEAKNESSES
• Broad scope of services • AI integration	• Compliance • Complexity • Google reviews • No public price transparency

OPPORTUNITIES	THREATS
• Growth of the dispensing industry	• Emerging players with technological strength • Regulatory changes (Legislation)

Opportunities for ASM

- AI Integration
- Google reviews
- Technological strength
- Cost calculator

Positioning Strategies for ASM

- Simplicity
- Compliance
- Price transparency

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PROFICIENT RX

STRENGTHS	WEAKNESSES
• Medical supply offerings • Live chat on website	• Limited media presence • No public price transparency
OPPORTUNITIES	**THREATS**
• Growth of the dispensing industry • Leverage AI integration	• Emerging players with technological strength • Regulatory changes (Legislation)

Opportunities for ASM

- Foster a strong media presence
- Offer medical supplies & equipment
- Technological strength
- Implement a live chat on our website
- Cost calculator

Positioning Strategies for ASM

- Price transparency
- Readily available for communication

BRYANT RANCH

BRP PHARMACEUTICALS

STRENGTHS

- Speedy setup
  - Within 72 hours
- Revenue growth numbers
  - Present on website

WEAKNESSES

- Outdated website
- Slow website loading times
- Less detail on technology usage
- Limited scope of services
- No public price transparency

OPPORTUNITIES

- Growth of the dispensing industry
- Leverage AI integration

THREATS

- Emerging players with technological strength
- Regulatory changes (Legislation)

Opportunities for ASM

- Increase setup process speeds
- Identify and present growth numbers
- Keep website up to date
- Increase technological advances and usage
- Cost calculator

Positioning Strategies for ASM

- Revenue growth
- Technologically advanced
- Wide scope of services

COMPETITOR COMPARISONS

COMPANIES	ASM	NORTHWIND	PROFICIENT RX	BRP	DOC RX
Fast Delivery	✔		✔		✔
Analytics	✔	✔	✔		✔
DSCSA	✔		✔		
Mail Order	✔	✔			✔
Full Pharmacy	✔				
Clinical Programs	✔	✔			✔
Licensed in all states	✔	✔		✔	

OPPORTUNITIES & POSITIONING

Opportunities

- AI integration
- Cost calculator
- Google reviews

Positioning

- Compliance
- Fast delivery
- Simplicity
- Price transparency
- Experience (credibility)
- Revenue

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AI INTEGRATION

STRATEGIC DECISION-MAKING
- Visualize trends
- Predict market shifts

MARKETING
- Forecast which clinics are most likely to adopt our services based on historical data
- Data collection

CLIENTS
- Inventory forecasting: predict medication demand at dispensing sites
- AI chatbots on website
- AI chatbots for clients

AI INTEGRATION OPTIONS

- **Microsoft Azure AI**
- **Google Cloud AI**
- **Amazon SageMaker**
  - *(All are HIPPA compliant)*

THE DATA: AI INTEGRATION

STRATEGIC DECISION MAKING

Faster Strategy Development
- Reduce time-to-decision by **80-90%**
- LLMs generate full business plans instantly

Higher Quality Decisions
- Improve investor interest by **3-5%**
- LLM plans rated higher than human ones

Competitive Edge
- Simulate markets, **test ideas** rapidly
- Virtual crowds mimic real customer feedback

Risk Mitigation
- Identify blind spots early on
- Uncovers hidden inefficiencies through objective analysis

MARKETING

Netflix: Predictive Personalization at Scale
- Netflix's AI-powered recommendation engine is responsible for **80%** of the content users watch
- This system has **saved** Netflix **over $1 billion** in customer retention costs

Unilever: AI for Market Segmentation and Campaign Optimization
- Unilever uses AI to analyze consumer behavior and segment audiences for more effective targeting
- **Improves** campaign **ROI** and **reduces customer acquisition cost**

CLIENTS

Sephora: AI-Powered Virtual Assistants
- Sephora uses **AI chatbots** and virtual try-on tools to personalize the shopping experience and guide customers to the right products
- Improves **lead conversion** and **reduces friction** in the decision-making process

Competitive Edge
- **68%** of health organizations are already incorporating AI into their operations

Trust in AI is Growing
- **52%** of US patients access their health data through chatbots

Other Valuable Impacts
- 24/7 Availability
- Improved Client Experience
- Scalability without Headcount
- Data Collection and Insights

Artificial Intelligence and Strategic Decision-Making: Evidence from Entrepreneurs and Investors

AI in Marketing: 4 Real-World Examples and Case Studies

The Future of Chatbots: 80+ Chatbot Statistics for 2025

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COST CALCULATOR

OBJECTIVE
To engage prospective clients in the decision-making process by offering a **transparent, interactive, and personalized estimate tool** *without publishing fixed prices.*

WHY IT MATTERS
- Most competitors **do not offer** price transparency
- **Builds trust** & **reduces friction** during the conversion stage
- Encourages **engagement** and **lead capture**

COST CALCULATOR OPTIONS

- **Third-Party Tool**
  - Outgrow
- **Internally customized**

COST CALCULATOR

CHOOSE YOUR TOP 3 PRESCRIBED MEDICATIONS: ❓

SEARCH 🔍

ATORVASTATIN   LEVOTHYROXINE   LINSINOPRIL   METFORMIN   AMLODIPINE

SELL IT FOR: ❓

$15.00

AVERAGE DAILY DOSAGE FREQUENCY: ❓

50

Your Monthly Earnings ❓

$550.00

START DISPENSING

EMAIL ESTIMATE

*The figures provided by the cost calculator are for estimation purposes only and do not constitute a binding quote. Actual costs may vary depending on the scope of services rendered. ASM is not liable for discrepancies between estimated and final pricing.

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THE DATA: COST CALCULATOR

COST CALCULATOR

BEMO
- Received **$4M in new customers**, and customers were happier because they understood their products better

Outgrow
- **Three times** as many people visiting their website within 6 months
- Received contact info from 20k people
- Helped Outgrow become known as an expert in their industry

VenturePact
- Received **87,381 qualified leads** using an interactive calculator
- **41%** conversion rate

Get Paid for Your Pad
- **37%** conversion rate

Interactive Calculator Case Study — How BEMO generated $4M Worth of Prospects

Outgrow: Case Studies

GOOGLE REVIEWS

CURRENT LANDSCAPE

- Competitors are **not leveraging Google reviews** effectively
- Top competitors **only have a few reviews** and low ratings.
- This is a **clear opportunity** to stand out in local search and build trust

WHY IT MATTERS

- Google reviews directly impact:
  - **Search visibility**
  - **Click-through rates**
  - **Customer trust**
  - **Conversion**

TACTICS

Client Challenge/Giveaway

- "Leave us a review and be entered to win a gift card!"

Partner Spotlight Review Campaign

- Invite clients to leave reviews
- In return, feature their clinic in a "Partner Spotlight" on social media
- Gives them visibility & positions us as a trusted provider

THE DATA: GOOGLE REVIEWS

GOOGLE REVIEWS

MD Google Reviews Case Study

- Large physician group only had **119 Google reviews**
- Had a **96%** patient satisfaction rate, but their online reputation did not reflect this quality
- Implemented **automated review requests** via Ratings.MD
  - After each visit, patients were **prompted to leave a Google review**
- In 6 months, they collected **1,052 new Google reviews**
- Ratings jumped from **3.6 to 4.7**
- Began ranking **#1 in local search** for key terms

Key Statistics

- **90%** of B2B buyers read reviews **before making a purchase decision**
- **73%** of consumers say they **trust** online reviews
- Optimal range for conversions: **4.0 - 4.7 stars** (ratings closer to 5.0 can actually reduce trust)
- Businesses in Google's **top 3 local pack** had an average of **47 reviews**
- For **higher-priced products,** reviews increased conversion rates by **380%**

Case Study: 1,000 Google Reviews Collected in 6 Months

What Every Small Business Needs To Know About Google Reviews

Google Reviews Study: How Many Reviews Do Local Businesses Need?

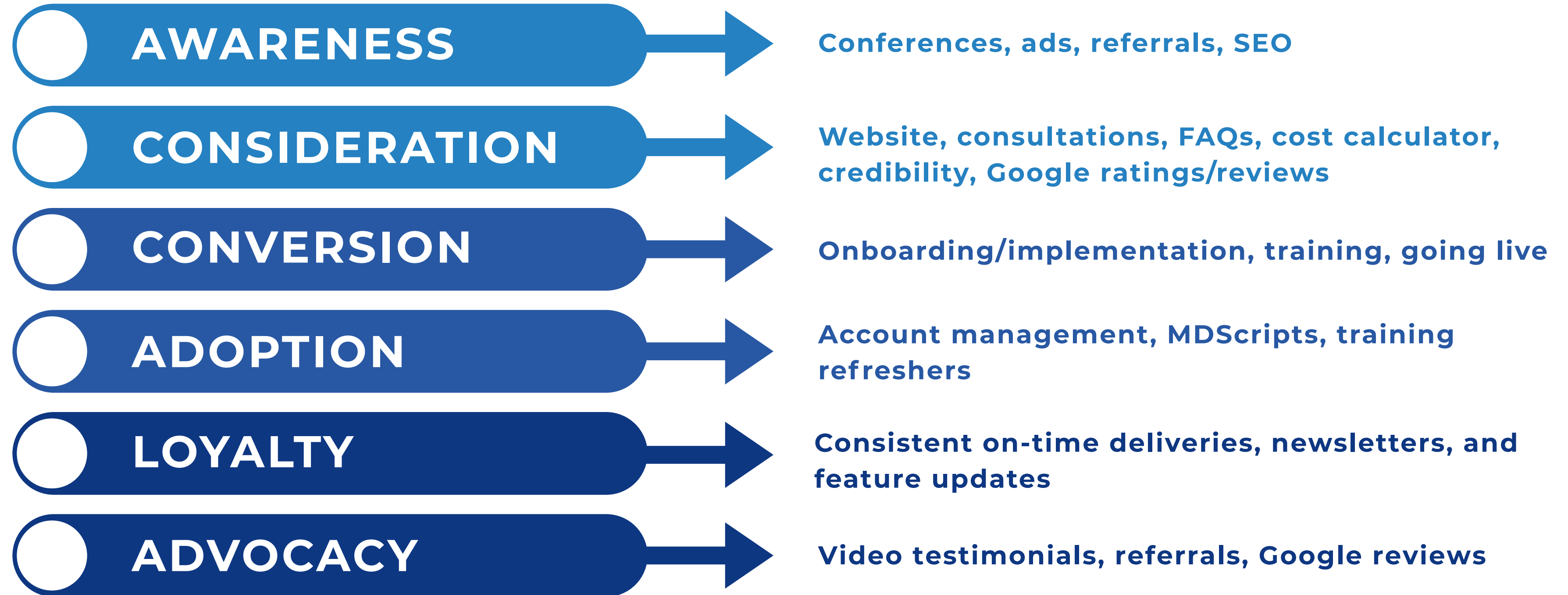Customer Reviews: The Acquisition Strategy You Can't Ignore

How Online Reviews Influence Sales

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POSITIONING

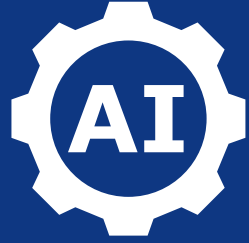|	
Compliance	***We lead the industry in compliance.*** Positioning ourselves as a compliance-first provider builds trust and gives us a competitive edge in a highly regulated industry.
Fast Delivery	***Speed that sets us apart***. Customers choose us for our faster delivery times. Highlighting this advantage drives conversion and acquisition.
Simplicity	***We make it easy***. Our platform and services are intuitive, clearly named, and easy to navigate unlike competitors who overcomplicate with branded jargon.
Price Transparency	***No surprises***. With our cost calculator, we will bring unmatched transparency to pricing, something no competitor currently offers.
Experience	***Built on 35+ years of expertise.*** With over 3 decades in the industry, our deep expertise speaks volumes giving us a strong foundation to deliver trusted, proven solutions.
Revenue	***Proven to boost revenue***. Backing this statement with data will increase customer acquisition and conversion.

CUSTOMER JOURNEY

AWARENESS → Conferences, ads, referrals, SEO

CONSIDERATION → Website, consultations, FAQs, cost calculator, credibility, Google ratings/reviews

CONVERSION → Onboarding/implementation, training, going live

ADOPTION → Account management, MDScripts, training refreshers

LOYALTY → Consistent on-time deliveries, newsletters, and feature updates

ADVOCACY → Video testimonials, referrals, Google reviews

ACTION PLAN

INTEGRATE AI

- Evaluate AI platforms
- Launch inventory forecasting
- Develop chatbot
- Identify leads

DEVELOP COST CALCULATOR

- Scope requirements
- Compare tools
- Design
- Launch

LAUNCH GOOGLE REVIEW CAMPAIGN

- Choose campaign
- Monitor
- Track

LEVERAGE POSITIONING

- Educate the team
- Add strategies to deliverables

AI INTEGRATION

1. **Evaluate platforms**
   a. Evaluate and choose an AI platform: Azure, Google Cloud, or SageMaker
2. **Launch inventory forecasting**
   a. Launch AI inventory forecasting at select sites
3. **Develop chatbot**
   a. Develop and launch chatbot for website and client support
4. **Identify leads**
   a. Collaborate with sales and marketing to identify new leads with AI

Owner: IT Team

COST CALCULATOR

1. **Scope requirements**

2. **Compare tools**

   a. Third party or create our own?

3. **Design**

   a. Align with brand and sales funnel

4. **Launch**

   a. Launch as a tool to capture leads, close deals, and track engagement

Owner: IT Team, Sales & Marketing

GOOGLE REVIEW CAMPAIGN

1. **Choose Campaign**
   a. Review & Win
   b. Partner Spotlight
2. **Monitor**
   a. Monitor and respond to reviews to boost engagement and reputation
3. **Track**
   a. Track impact on search visibility and click-through rates

Owner: Marketing

LEVERAGE POSITIONING

1. **Educate the team**

   a. Educate the sales & marketing team on key positioning strategies

2. **Add strategies to deliverables**

   a. Implement positioning strategies to key deliverables

Owner: Sales & Marketing

SUCCESS INDICATORS

INTEGRATE AI

- Have an AI platform **selected** within **3 months**
- Build a model based on **6+ months** of historical data
- **80% accuracy** in predicting top 10 medications per site
- List of **50+ high potential clinics** generated

DEVELOP COST CALCULATOR

- Interactive tool **live** on website by **October 2025**
- **25%** of users who start the calculator submit their email
- Average **90 seconds** or more on the cost calculator
- **30+ SQLs** attributed to calculator in first **3 months**

SUCCESS INDICATORS

LAUNCH GOOGLE REVIEW CAMPAIGN

- Increase number of ratings to **100** by **October 2025**
- Receive a Google rating of **4.6 or higher**
- Have **20%** of active clients leave a review
- Appear in **top 3 Google Map results** for "clinic dispensing solutions" in 3+ key markets
- Increase website traffic by **15%** within **3 months**

LEVERAGE POSITIONING

- Slide deck **presented** to Sales & Marketing and other important stakeholders by August 8th
- At least **2** new clients **mention** one of the strategies as the reason they chose ASM by **December 2025**

RESOURCES

COMPETITOR ANALYSIS

WRITTEN ANALYSIS

Click the Link Below

WRITTEN ANALYSIS DOCUMENT

GOOGLE RATING ANALYSIS

ASM

RATING

5.0 ★★★★★

NUMBER OF REVIEWS

1

PHOTOS

yes

HOURS

yes

WEBSITE LINK

yes

PHONE NUMBER

no

NORTHWIND

RATING

3.3 ★★★⯪★

NUMBER OF REVIEWS

3

PHOTOS

no

HOURS

no

WEBSITE LINK

yes

PHONE NUMBER

yes

PROFICIENT RX

RATING

N/A

NUMBER OF REVIEWS

0

PHOTOS

yes

HOURS

no

WEBSITE LINK

yes

PHONE NUMBER

yes

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GOOGLE RATING ANALYSIS

BRYANT RANCH

RATING

N/A

NUMBER OF REVIEWS

0

PHOTOS

no

HOURS

no

WEBSITE LINK

no

PHONE NUMBER

yes

PD-RX

RATING

5.0 ★★★★★

NUMBER OF REVIEWS

1

PHOTOS

yes

HOURS

no

WEBSITE LINK

yes

PHONE NUMBER

yes

DOC RX

RATING

N/A *(Facebook reviews only)*

NUMBER OF REVIEWS

0

PHOTOS

yes

HOURS

yes

WEBSITE LINK

yes

PHONE NUMBER

yes

GOOGLE RATING ANALYSIS

ADVANCED RX

RATING

4.3 ★★★★⯪

NUMBER OF REVIEWS

20

PHOTOS

yes

HOURS

yes

WEBSITE LINK

yes

PHONE NUMBER

yes

NORTHWIND

Services

- Point-of-Care Dispensing
- Home Delivery
- PBM
- Clinical Blueprints
- Analytics software program

Target Market

- Clinics
- Self-funded employers

Price

- Customized pricing
- Value-based approach
- *Not publicly listed

Distribution Channels

- Wholesale Distribution
- Onsite Dispesning
- Home Delivery

Tech Stack

- Rx Steward
- Clinical Blueprints
- AI-Driven Integration with Healthee

Differentiators

- Broad scope
- Broad analytics & AI integration

Weaknesses

- Compliance
- Complexity

Market Positioning

- Strategic Rx Stewardship
- Nexus of Care
- Empowering Employers
- Data-Driven Outcomes
- Challenging the PBM Status Quo

"Turn your pharmacy spend into a pharmacy investment"