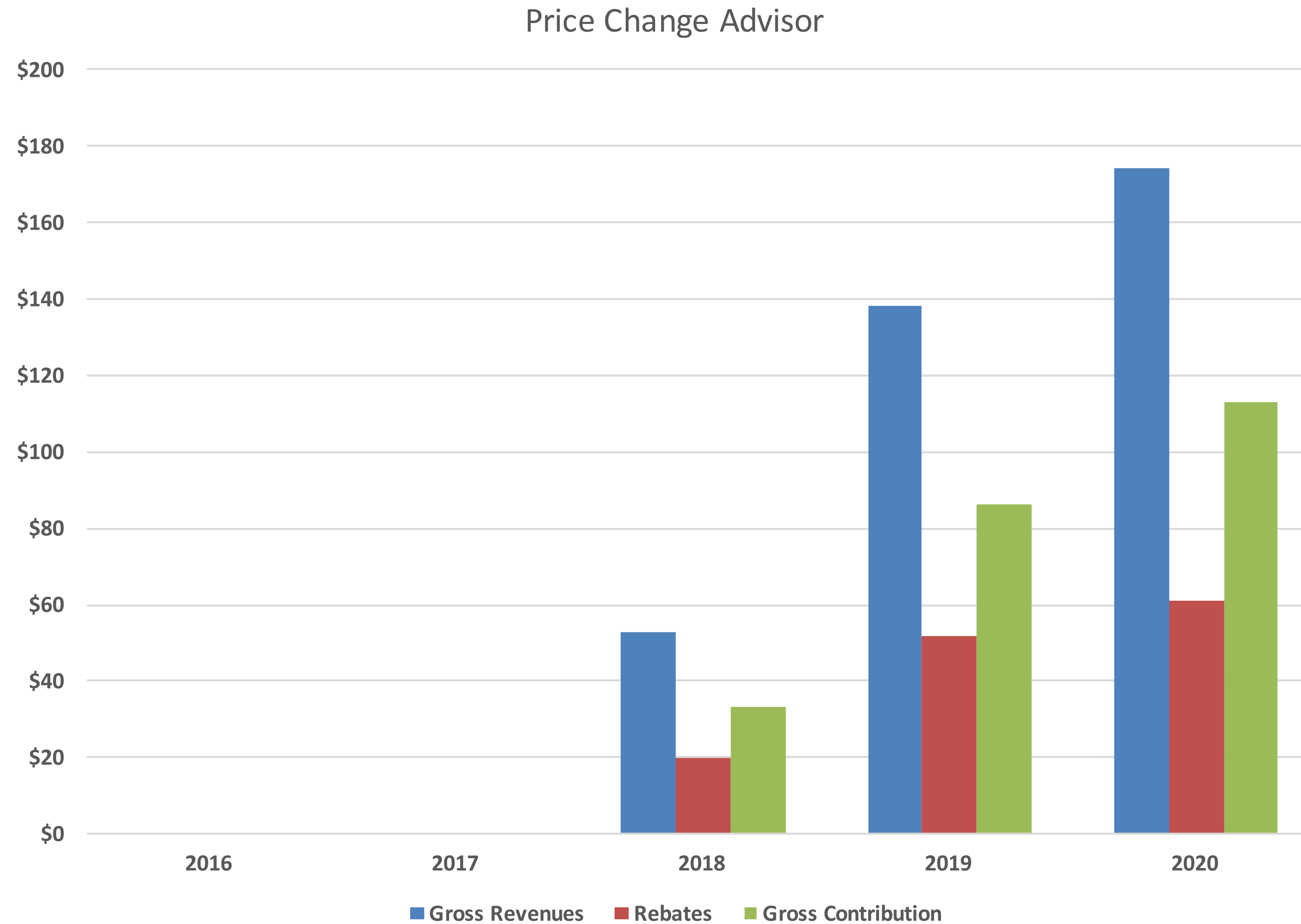
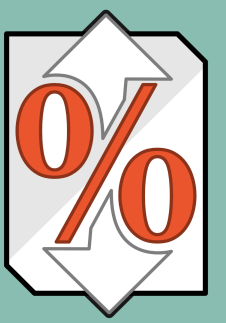


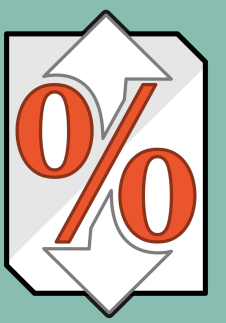
- The Price Change Advisor™ models the overall corporate effect of price increases and timing by product
 - Calculates the overall corporate financial result of multiple pricing changes (amounts and timing), product by product, for an entire portfolio of products
 - » Incorporates contracts with different terms, discounts, and rebates
 - » Considers Medicaid rebates and penalties
- Price changes that are significantly different from industry norms or CPI-based targets are flagged
- Two scenarios can be compared side-by-side



Scenario Delta Example

Price Change Advisor™





Revenues (\$M)	2009	2010	2011	2012	2013	Present Value
Scenario 1	\$11,278	\$12,346	\$14,370	\$16,155	\$17,388	\$38,158
Scenario 2	\$11,278	\$12,346	\$14,370	\$16,155	\$17,388	\$38,158
Difference	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Base Case Results	\$11,278	\$12,346	\$14,370	\$16,155	\$17,388	\$38,158

Rebates (\$M)	2009	2010	2011	2012	2013	Present Value
Scenario 1	\$2,776	\$2,877	\$3,235	\$3,526	\$3,704	\$9,154
Scenario 2	\$2,776	\$2,877	\$3,235	\$3,526	\$3,704	\$9,154
Difference	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Base Case Results	\$2,776	\$2,877	\$3,235	\$3,525	\$3,702	\$9,150

Gross Contrib. (\$M)	2009	2010	2011	2012	2013	Present Value
Scenario 1	\$5,803	\$6,888	\$8,348	\$9,630	\$10,559	\$22,818
Scenario 2	\$5,803	\$6,888	\$8,348	\$9,630	\$10,559	\$22,818
Difference	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Base Case Results	\$5,803	\$6,888	\$8,349	\$9,631	\$10,561	\$22,822