



Between 1999 and 2005, the supply of all community pharmacists is expected to increase only 5.4%, versus an estimated 46% increase in the number of prescriptions dispensed.*

**National Association of Chain Drug Stores (NACDS)*

The number of unfilled pharmacist positions in community practice nationally rose sharply from about 2,700 vacancies in February 1998 to nearly 7,000 vacancies by February 2000. Such vacancies are expected to continue to grow.*

**U.S. Department of Health and Human Services, Health Resources and Services Administration.*

Knowledge when you need it the most.™

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The MICROMEDEX Retail Pharmacy Package

You've Already Heard the News...

- The number of prescriptions being dispensed is rising dramatically.
- The use of herbal and alternative therapies is growing rapidly.
- As a result of direct-to-consumer advertisements, many patients are turning to their pharmacist with complex questions that require more detailed answers.

Yet, according to the U.S. Department of Health & Human Services, there are not enough pharmacists available to take on these new challenges. These trends are adding to the demands on your pharmacists, and as their demands increase, time becomes their most important resource. When time is short, the last thing a pharmacist needs to do is search through books or outdated binders for information. MICROMEDEX offers a key solution.

Finally...All the Information Pharmacists Need — In One Place!

To undertake the challenge of increasing demands for reliable information on drugs, alternative medicines, and medical conditions, pharmacists must have the proper tools to help them make the best decisions in real-time. MICROMEDEX has the perfect solution for retail pharmacists who need rapid access to a wide range of trusted, accurate information, all in one place—The Retail Pharmacy Package. Your pharmacists will appreciate having instant access to the most advanced tools and the MICROMEDEX name backing up every decision. Customers will notice the improved information they'll receive about their medication and alternative medicine choices.

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Innovative  Services for Health Care



The number of new drugs approved in a year has increased 40%, and their total development time has been shortened by almost one-fifth.*

*FDA

Direct-to-consumer advertising is expected to top \$2 billion in 2000, more than doubling the \$1 billion spent in 1997.*

*Drug Topics

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Complete, Reliable Information Your Customers Will Notice...

The Retail Pharmacy Package encompasses every area of information your pharmacists will need to solve complex patient-care problems:

- **Referential Drug Information for the Professional**

Extensive, reliable drug and alternative medicine information, including PDR® and the state pharmacy board recommended USP DI® series. Both DRUGDEX® and USP DI are officially recognized in OBRA regulations.

- **Interactive Tools**

A drug identification tool searchable by drug imprints, colors, etc., and interaction screening tools for both concise and comprehensive information on drug-food, drug-drug, drug-disease, and other interactions.

- **Patient Counseling Tools**

Easy-to-read information on medical conditions, treatments, follow-up care, drugs, and alternative medicine.

It Just Doesn't Get Any Easier Than This...

- Easy implementation and a technical support staff available 24 hours a day, seven days a week
- User-friendly browser interface for Windows® networks or an intranet
- Interactive online tutorial and train-the-trainer materials
- Detailed user manuals and quick reference cards
- Quarterly updates for all database information

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The MICROMEDEX Retail Pharmacy Package

- USP DI® Volume I: Drug Information for the Health Care Professional†
- USP DI® Volume II: Advice for the Patient®†
- USP DI® Volume III: Approved Drug Products and Legal Requirements^
- DRUG-REAX® System
- IDENTIDEX® System
- PDR®
- AltMedDex™ System
- AltMed-REAX™ *for the Professional*
- AltMed-REAX™ *for the Consumer*
- AltCareDex® System

- DRUGDEX® & DrugPoints® Systems*
- CareNotes™ System*

+ STANDARD PACKAGE

STANDARD PACKAGE

PREMIUM PACKAGE

*Database only included in the Premium Package.

†Separate program, until May 2001.

^Volume III in book form only.

Referential Drug Information for the Professional:

- **DRUGDEX®** – Unsurpassed in depth and breadth, this database provides independently reviewed data on FDA-approved and investigational drugs, along with OTC and non-U.S. preparations. DRUGDEX now includes comparative tables for easy identification of interchangeable and alternative products.
- **DrugPoints®** – Provides concise, accurate descriptions of the most critical drug information needed, and pinpoints essential data including class, dosage, administration, indications, contraindications, interactions, and adverse effects.
- **USP DI® Volume I: Drug Information for the Health Care Professional** – Required or recommended by all 50 state pharmacy boards. It has both labeled and off-label uses on both U.S. and Canadian drug products, and is indexed by both brand name and generic name.
- **PDR® (Physicians' Desk Reference®)** – The perfect tool for pharmacists who need to communicate with physicians—who refer to this reference as their "bible." PDR provides current FDA package labeling for over 2,800 prescription drugs, along with information on over 250 drug manufacturers.

- **AltMedDex™** - contains evidence-based monographs covering herbal, vitamin, mineral, and other dietary supplements reviewed by both alternative medicine and traditional medicine clinicians including MDs, DOs, RPhs, RNs, and NDs.

- **AltMed-REAX™ for the Professional** – Your pharmacists need to keep up-to-date on the latest herbal supplements for the safety of your customers and to increase revenue for your stores. Contains information on over 500 interactions between herbal medicines, prescription and nonprescription drugs, dietary supplements, food, alcohol, and tobacco.

- **USP DI® Volume III: Approved Drug Products and Legal Requirements** – Designed to speed-up your pharmacists research for accepted substitutes and other important drug data. This volume has all the information your pharmacists need on federal guidelines affecting drug prescribing and dispensing.

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Interactive Tools:

- **DRUG-REAX®** – Now your pharmacists can save valuable time by checking drug interactions without opening a patient profile. This database allows your pharmacists to check for interacting drug ingredients, their effects, and clinical significance. It provides drug-drug (including additive adverse effects), drug-food, drug-disease, drug-ethanol, drug-tobacco, and drug-laboratory interactions, along with previous allergic reactions.

- **IDENTIDEX®** – This tool helps your pharmacists determine which medications are being taken when patients bring pills to the pharmacy in unmarked containers. The database contains over 150,000 tablet and capsule entries and identifies pharmaceuticals by the manufacturer's imprint code and secondary characteristics, such as color, size, and shape. Detailed descriptions of manufacturer-specific logos assist in differentiating tablets or capsules with similar markings and designs.

Patient Counseling Tools:

- **CareNotes™** – This comprehensive patient education tool will help your pharmacists answer the increased consumer demand for health information. Written in both English and Spanish, this tool provides customers with easy-to-understand information on health conditions, treatments, follow-up care, psychosocial issues, and continuing health concerns.

- **USP DI® Volume II: Advice for the Patient®** – For sophisticated customers, this reference is written at the 12th grade reading level. It contains simplified drug monographs that provide direct, reassuring guidance on proper drug use; precautions; side effects; special considerations such as age, allergies, pregnancy, and breast feeding; and more.

- **AltCareDex®** – Documents cover 3 major areas of complementary and alternative medicine (CAM): dietary supplements, disease state, and medical conditions and therapies. Written and peer-reviewed by representatives from both the conventional Western medicine and the alternative medicine communities.

- **AltMed-REAX™ for the Consumer** – One tool your pharmacists need to help customers make safe decisions about alternative medicines. This database provides scientifically sound data about herbal and dietary supplements in easy-to-understand terms for your customers.

Supplement Your Pharmacists' Expertise With a Proven Partner.

For over 25 years, hospital-based pharmacists, physicians, and nurses have relied on MICROMEDEX as their trusted source for fast, easy answers to drug and medical information. Now, Retail Pharmacists can access these same proven tools!

- **Easy electronic access**
- **No more books to ship or binders to update**
- **Timesaving—all drug, alternative medicine, and medical condition information in one place**
- **Technical support to help with implementation and customer use**
- **Interactive online training tutorial**
- **Online CE credit**

Equip your pharmacists with tools to make the most of their valuable time!

For more information, call (800) 203-5465 to schedule a consultation with the Provider Advantage Strategic Accounts team.

For additional information and sample output files, visit www.micromedex.com.

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