

# FrontEdge Pricing

The FrontEdge Pricing program simplifies front-end management by providing a monthly guide to approximately 13,000 consumer products representing about 90% of pharmacy sales nationwide. The program recommends prices that communicate a “fair price” to consumers, based on competition in the local market, by assigning your Health Mart to one of five competitive zones.

Recommended pricing, based on comparison-shopping research, helps your store maintain competitive pricing on price-sensitive “everyday” products, and earn higher margins on unique or less-sensitive products and Sunmark® private brand products. You can override any price at any time via Telxon or McKesson *Connect*.

## Benefits

**Offer fair prices and value consumers recognize.** Recommended prices reflect comparison shopping in your market, so your prices match the competition. Sunmark private brand products are priced at a percentage of national brands, so you always offer a value-priced alternative.

**Set competitive prices on new products.** Monthly comparison shops of new item prices bring you the latest competitor data for setting prices and managing margins on new items.

**Maintain pricing and margins with less effort.** Recommended prices cover virtually your entire inventory, but you can set prices for any specific product at any time to compete on price or increase your margin, using Telxon or McKesson *Connect*. FrontEdge Pricing lets you focus on the exceptions, not your full inventory, so you save time and effort while maintaining control over your prices.

## Features

Each month, your FrontEdge Pricing package delivers focused information that helps simplify front-end management.

**The Zone Pricing Guide** shows retail prices and gross profit margins for thousands of products in all five competitive zones, and flags price-sensitive items for easy reference. All products reported in The Zone Pricing Guide are included in the FrontEdge Planogram program, to save time and minimize price management.

**Monthly Price Change Reports** list new items, and manufacturer and competitive price changes in all five zones, with comparison to your pharmacy's retail prices, so it's easy to keep prices current, respond to competitors, or increase incremental margin. Links to FrontEdge Planogram items simplify stocking and reordering.

**Sunmark Compare-n-Save Signs** communicate the value-price message on 140 items with your unique or zone-based retail price. When recommended Sunmark prices change, you'll receive a replacement sign the following month.



## To learn more:

- › Call 877.625.3343
- › Visit the FrontEdge Planogram page on McKesson *Connect*

## To enroll:

- › Contact your McKesson representative or call 800.369.5467

