

RED BOOK™



Current, comprehensive, and accurate drug pricing information is difficult to find. As part of our *Micromedex*® suite of products, *RED BOOK* provides recognized and trusted drug information you can use with confidence — from one convenient source.

RED BOOK is the oldest trusted source of drug information in the U.S. Through multiple delivery options, RED BOOK content helps identify, analyze, and compare drug products approved by the FDA. Whether conducting a pricing analysis, substituting a more cost-effective drug, or managing a claims adjudication, RED BOOK helps you quickly answer drug-related questions with information on prescription and over-the-counter drugs, nutraceuticals, bulk chemicals, and nondrug items.

As the healthcare market deals with uncertainty around the future availability of AWP as a benchmark, RED BOOK will stay the course and continue to supply this needed information. Our policy and methodology on AWP has remained consistent and is available for your review at www.redbook.com.

In addition to AWP, RED BOOK contains Wholesale Acquisition Cost (WAC), Direct Price (DP), Suggested Retail Price (SRP), and Federal Upper Limit (FUL).

RED BOOK DATABASE SERVICES

RED BOOK Database Services is one of the most comprehensive, dynamic offerings of its kind, presenting pricing information for more than 200,000 healthcare items. This content can be integrated directly into your computer system and includes the following features:

- FDA-approved drug products available for manufacture and distribution
- Regular updates, as frequently as daily, with new product and pricing information and more than 110 fields of data
- Product records with brand name, generic name, NDC number, dosage form, strength, route of administration, and package size
- Special flags to indicate single source, DESI, and repackaged products, controlled substances, maintenance drugs, FDA "Orange Book" codes for multi-source products, and HCFA J-codes for reimbursement of injectable drugs

BENEFITS

- Covers the full spectrum of current drug pricing and product information in a single, reliable source
- Ensures confident decision-making with transparent and consistent drug pricing policies
- Eliminates the need to conduct redundant searches within multiple resources
- Simplifies identification, analysis, and comparison of drug and nondrug products

FEATURES

- Includes information on prescription and over-the-counter drugs, nutraceuticals, bulk chemicals, and nondrug items
- Regular updates ensure access to current price changes and new product information
- Consistent, unbiased AWP drug pricing policy and methodology
- Offers flexible delivery via flat files for system integration or via user-friendly decision-support tools

SUPPORTS A RANGE OF ACTIVITIES

- Drug utilization review
 - Market analysis and research
 - Prescription pricing and order entry
 - Establishing and validating reimbursement
 - Claims adjudication, processing, and validation
 - Forecasting
 - Drug-pricing research
 - Generic substitution
 - Therapeutic interchange
 - Competitive analysis
 - Purchasing
 - Formulary development and management
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- NDC numbers maintained in 5-4-2 and standard 10-digit formats; if a number changes, the database supplies both the new and old NDC
 - Unique numbering systems that assist in identification and comparison of products with common generic ingredients, formulations, and therapeutic classifications



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Delivery options

RED BOOK Database Services contains a variety of extracts that are updated frequently to meet your needs. Options range from basic drug-definition data to advanced files that provide additional chemical information for drug utilization review, screening patient profiles, and formulary management.

RED BOOK Database Services can also be integrated with our **UltiMedex® Suite** of clinical modules as flat files or through our **Clinical Knowledge Objects® (CKO) Server**.

Separate files containing J-codes — including high, low, and median pricing for each code — and historical pricing data are also available.

READYPRICE®

ReadyPrice is an easy-to-use, decision support tool that simplifies the analysis and comparison of 100,000 currently marketed drug products and pricing within and across therapeutic categories, as well as nondrug items such as medical devices and supplies. ReadyPrice provides:

Quick access to essential information

- Search and retrieval system for accessing, analyzing, and comparing RED BOOK pricing and product information
- Clear commands that guide users through various data entry points and search paths
- Windows interface for ease of use and advanced graphics capabilities

Timely and versatile information

- Regular updates keep the system current with price changes and new product information
- Stand-alone and network versions accommodate single- or multiple-user installations

Comprehensive product information and pricing histories

- Complete details for specified products
- Analyze up to 10 previous AWP prices

Extensive comparative capabilities

- Identify, report, and chart information
- Create custom product groups to track specific products

Flexible search methods

- Brand or Generic Name: Provides flexible access to specific brands or entire generic categories
- Manufacturer Name: Offers instant retrieval of a manufacturer's complete product line; links manufacturer divisions and subsidiaries, allowing inclusion of products from any associated company
- NDC Number: Enables direct access to product records; partial NDC numbers may also be used to retrieve all products under a specific labeler code or all package sizes of a given product
- Therapeutic Category: Facilitates retrieval of products with similar therapeutic uses; searches can be conducted for broad categories, such as cardiovascular agents, or for more specific topics, such as ACE inhibitors

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