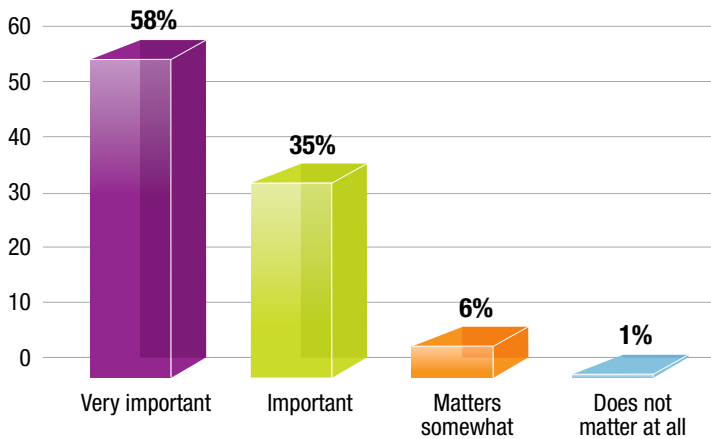


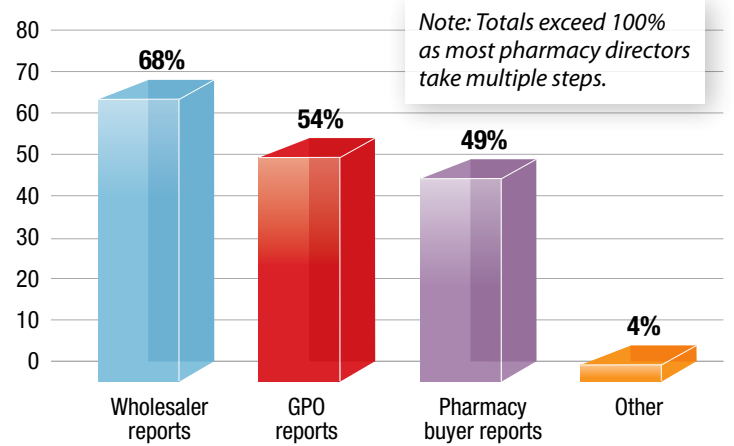


Generic Manufacturer's Reliability as a Purchasing Consideration



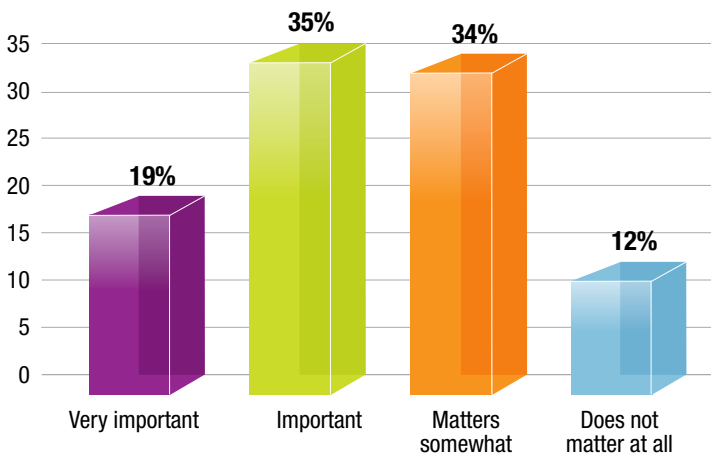
▲ The ability to provide a reliable supply of product is a vitally important consideration during the purchasing process.

Steps for Monitoring Supply Reliability



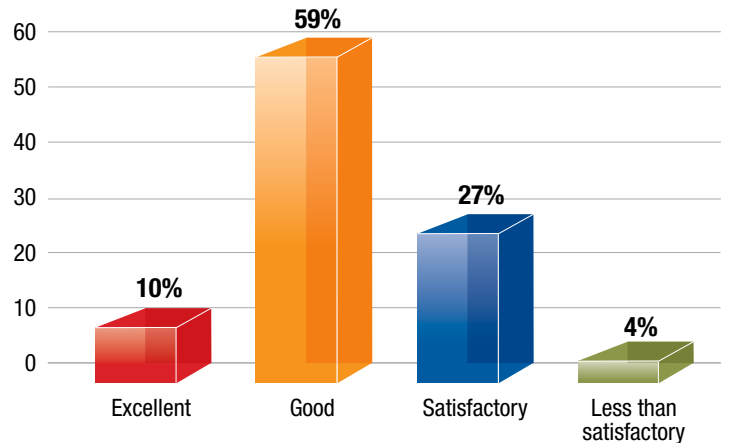
▲ Reports from the wholesaler, GPO, and pharmacy buyer are most commonly used to monitor supply reliability.

Generic Manufacturer's Customer Service as a Purchasing Consideration



▲ The value placed on product reliability appreciably exceeds the value placed on customer service as a purchasing consideration.

Satisfaction with Generic Manufacturers



▲ Most pharmacy directors are generally satisfied with their generic manufacturers, yet few rate them as excellent.