



PHARMACY

BUSINESS PLAN

Table of Contents

Executive Summary	3
Purpose of the Plan	3
Market Opportunity	3
Our Competitive Edge	3
Market Growth	3
Business Overview	5
Company Background and Mission	5
Company Profile	6
Market Analysis	8
U.S. Pharmacy and Drug Stores	8
Target Market	11
SWOT Analysis	13
Strengths	13
Weaknesses	13
Opportunities	13
Threats	13
Marketing Strategy	13
Marketing Objectives	13
Financial Objectives	14
Target Markets	14
Positioning	14
Strategies	14
Marketing Mix	15
Financial Plan	16

Executive Summary

Purpose of the Plan

This document will be used to secure retail space and funding for a second pharmacy location in the L.A. Lee YMCA/Mizell Community Center.

Market Opportunity

The pharmacy and drug store industry continues to grow in the United States (U.S.). Due to high levels of government support and an increase in spending on healthcare by consumers, the growth potential of this sector continues to flourish. Nationwide, annual household spending on prescription drugs is expected to rise from \$461 (2021) to \$653 by 2026. In Fort Lauderdale specifically, annual costs per household is projected to rise to \$714 by 2026, up from \$501 in 2021.¹ Spending on medicine has largely shifted from traditional treatments to specialty medicines.² The rise of prescription sales is driven by an increase in patients managing conditions like HIV, mental health, and other chronic disease.³ Due to this increase, there is demand for more pharmacies, especially in underserved areas where there may be a higher burden of chronic and infectious disease.

Our Competitive Edge

Optimal Health Pharmacy is a top-tier retail pharmacy offering quality, reasonably priced pharmacy products and supplemental health services that promote medication adherence. Our pharmacy can also fill prescriptions under the 340B program which would greatly benefit consumers managing chronic conditions.

Market Growth

Prescription drug spending in the U.S. continues to increase. Over the last five years, the pharmacy and drug store industry maintained an average growth of 2.8% per year. National health spending will grow annually by 5.5% to reach \$6.0 trillion by 2027. Annual household spending on prescription drugs is expected to increase, and the market size of this industry is expected to increase by nearly 5% in this year alone.⁴

References:

1. Experian Marketing Solutions. (2021). Consumer Expenditure Healthcare Detail Comparison. *Demographics NOW- Gale business*.
2. Van Arnum, P. (2018). Modest Growth Projected for the US Pharmaceutical-Industry. *Value Chain Insights*. Retrieved from <https://dcatvci.org/5367-modest-growth-projected-for-the-us-pharmaceutical-industry>

3. Aitken, M. and Kleinrock, M. (2018). Medicine Use and Spending in the U.S. A Review of 2017 and Outlook to 2022. *IQVIA Institute for Human Data Science*. Retrieved from <https://www.iqvia.com/insights/the-iqvia-institute/reports/medicine-use-and-spending-in-the-us-review-of-2017-outlook-to-2022>
4. Ibis World. (April 2022). Pharmacies and Drug Stores in the U.S. Retrieved from <https://www.ibisworld.com/industry-statistics/market-size/pharmacies-drug-stores-united-states>

Business Overview

Company Background and Mission

Optimal Health Background

Optimal Health is an enterprise comprised of three distinct entities, Optimal Health Medical Center, Optimal Health Pharmacy and Optimal Health Foundation. The company was founded by Drs. Abraham and Kristen Hollist with the goal of improving the overall health and wellbeing of historically underserved communities. The Hollists were inspired to open Optimal Health following their experience seeking care for their eldest son who has sickle cell disease (SCD). They faced many challenges navigating the healthcare system; and having lost several family members and friends to this debilitating disease, the pair were desperate to find a way to prevent their son from getting sick and having complications from SCD. Realizing that standard medical care (focused on treating symptoms after the onset of complications) was not the answer, Drs. Hollist looked to alternative medicine grounded in preventative methods to keep their son healthy (i.e., nutrition, supplements, and lifestyle modifications). As a result of their efforts, their son is thriving, perfectly healthy and has not experienced any complications.

Through this personal experience, Drs. Hollist realized the benefit of combining traditional medicine with alternative medicine and subsequently they wanted to educate others in their community about these options. Furthermore, as community pharmacists, they noticed how gaps in continuity of care have a major impact on an individual's health, especially in lower income areas. Optimal Health was founded with the purpose of interlinking primary care, prevention practices and social interventions through a collaborative healthcare team and system.

Optimal Health's primary location in Miami Gardens is an all-in-one health center providing comprehensive wrap-around healthcare and social services. This flagship location features all three entities:

- **Optimal Health Medical Center-** A private practice that provides primary care, psychiatry care and acute care services to adults and seniors.
- **Optimal Health Pharmacy-** An independent pharmacy located on-site of Optimal Health Medical Center in Miami Gardens, FL. The pharmacy has been in operation since 2019. A second pharmacy location will be opened in Broward County, FL. This stand-alone retail pharmacy will also house an office for Optimal Health Foundation, further serving the community by providing clients access to supplemental social services.
- **Optimal Health Foundation** is a social service organization that provides linkage to care, care coordination, insurance navigation, co-pay assistance, food assistance, housing assistance and other resources to individuals experiencing challenges in maintaining their health.

Optimal Health's Mission

Our mission is to promote the overall health and happiness of people in our community by providing affordable, accessible, compassionate, and comprehensive healthcare services. Our goal is to empower individuals to achieve their optimal health by bridging together factors that may have an impact on their health including behavioral, environmental, and social determinants.

Core Values

Our core values are to engage, educate, and empower individuals in our community to take control of their health and experience an improved quality of life.

- **Engage-** Reach people where they are and establish our company as a reliable and accessible support when needed.
- **Educate-** Provide information and knowledge on various disease states and information on prevention and management.
- **Empower-** Provide the knowledge and resources necessary for individuals to take an active role in decision making, prevention, treatment, and management of their own health outcomes.

Optimal Health is committed to providing services that will exceed the expectations of our patients, resulting in a successful and profitable business.

Company Profile

Location and Facilities

Optimal Health Pharmacy's first location is housed inside of Optimal Health Medical Center, a 3000 sq/ft facility located in Miami Gardens, FL. The pharmacy is approximately 400 sq/ft.

Optimal Health Pharmacy's second location will feature approximately 1,000 sq/ft of leased retail space located on the first level of the recently renovated YMCA in the Sistrunk area of Ft. Lauderdale, FL.

Management

Optimal Health Pharmacy is registered as a S-corporation and is owned (50/50) by Drs. Abraham and Kristen Hollist. Abraham has over 20 years' experience of delivering pharmaceutical care in independent, retail and hospital settings. He is currently the President and Pharmacy Manager of Optimal Health Pharmacy and CEO of Optimal Health Medical Center. Kristen has over 15 years' experience in a variety of pharmacy settings, specifically practicing in independent and retail pharmacies. She is currently the Vice President of Optimal Health Pharmacy, President of Optimal Health Foundation and CFO of Optimal Health Medical Center.

Both Drs Hollist have a strong understanding of the evolving healthcare system and have thus learned how to balance innovation and adaptability to succeed in entrepreneurship.



Abraham Hollist, Pharm D.
President, Optimal Health Pharmacy



Kristen Hollist, Pharm D.
Vice President, Optimal Health Pharmacy

Our Team

Our pharmaceutical operational team will consist of:

- Pharmacist
- Pharmacy Technician (s)
- Delivery Driver(s)

Health and social service team member (Optimal Health Foundation):

- Case Manager

Services

Pharmacy services include:

- Prescription Services
- Specialty Medications
- Pharmacist Consultations
- Medication Compounding Solutions
- 340 B Pharmacy
- Immunizations

Health and social services:

- Rapid Point of Care Testing
- Telemedicine (MTM and CMR)
- Durable Medical Equipment
- Home Deliveries
- OTC Vitamins and Nutrition Products
- Other Related Services and Products

Market Analysis

U.S. Pharmacy and Drug Stores

The U.S. pharmaceutical industry has experienced continuous growth in revenue over the past five years with a current market size of \$351.6 billion. In 2022, the pharmaceutical market grew 4.6% (Ibis, 2022). The growth potential for this sector is expected to continue due to high government support and an increase in spending by individuals enrolled in various healthcare programs. Moreover, the elderly population continues to boost industry growth as they require medication to manage chronic conditions, a reality that leads to steady revenue streams.

Market Size	
Average Industry Growth	4.6%
Number of Businesses	55,784
Industry Employment	744,869

The rising costs of healthcare combined with an ever-growing consumer base has produced growth in the independent pharmacy sector. The industry experienced much growth during the years spanning 2015 to 2020. This continued during the COVID-19 pandemic as consumers' need for regular prescriptions, over-the-counter medications, and front-end goods persisted. Pharmacies are essential businesses expected to experience continued growth in revenue.

Government Considerations

Government spending on pharmaceuticals is projected to increase, creating much opportunity for pharmaceutical companies. According to U.S. Government forecasts, spending on Medicare and Medicaid will be approximately \$1.4 trillion by 2024.

340 B Pharmacy

Optimal Health Pharmacy participates in the 340B program which is another growing and profitable niche for independent pharmacies. The 340B program is a federally funded drug pricing program that requires drug manufacturers to provide drugs to eligible entities at reduced prices. The average profit margin on 340B medicines commonly dispensed through contract pharmacies is an estimated 72% compared with a margin of 22% for non-340B medicines dispensed through independent pharmacies. In 2018, 340B covered entities and their contract pharmacies generated an estimated \$13 billion in gross profits on 340B purchased medicines. This represented more than 25% of pharmacies and providers' total profits from dispensing or administering brand medicines.

Following HRSA's expansion of the contract pharmacy program in March 2010, contract pharmacy participation grew a staggering 4,228% between April 2010 and April 2020. Common conditions that qualify as 340B medications for an independent community pharmacy are HIV, psychiatry and diabetes.

Growth in prescription spending

Common services provided by independent pharmacies include medication therapy management, medication adherence, immunizations, compliance packaging, and blood pressure monitoring. The average independent pharmacy generates more than 90% of its revenues from prescriptions. This presents a great opportunity to generate revenue as Americans spend more on prescription drugs (compared to other countries). Average costs are about \$1,200 per person per year.

Prescription and over-the-counter drug sales in the U.S. have grown exponentially during the past decade or so as physicians now write millions of prescriptions each year.



87%

provide
**MEDICATION
THERAPY
MANAGEMENT**
services

**MEDICATION
ADHERENCE/
SYNCHRONIZATION**
services are provided by



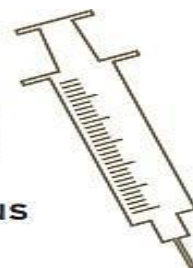
92%



**BLOOD
PRESSURE
MONITORING**
is offered by

62%

76%
do **IMMUNIZATIONS**



63%

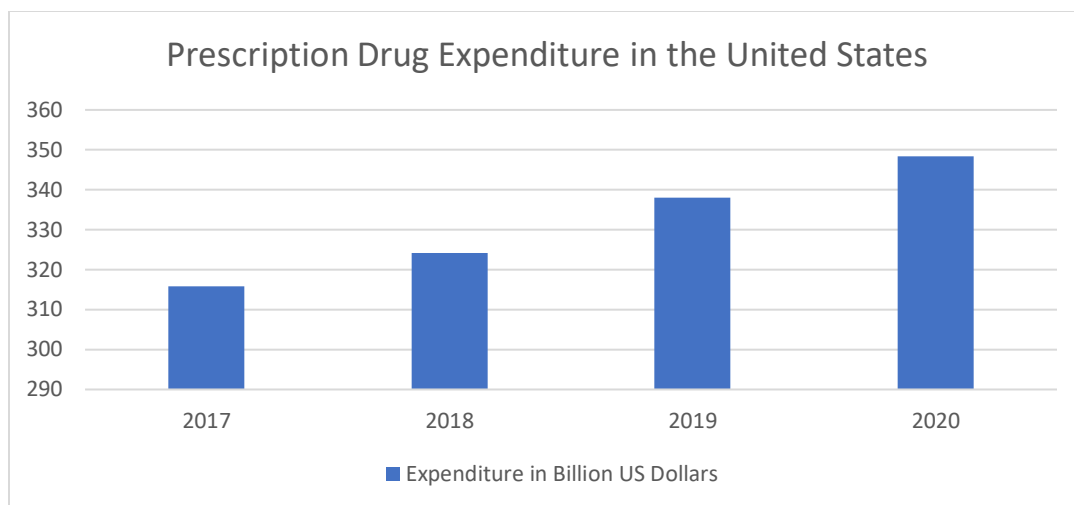


offer **COMPLIANCE
PACKAGING**

44%

care for **LTC**
patients





Source: Centers for Medicare and Medicaid Services, 2021.

Cost of Managing Chronic Disease

Costs associated with chronic illness is a major driver of rising health care costs in America. For most of these chronic illnesses, medications are the most cost-effective course of treatment, yet many patients don't take their medication. Ninety percent of independent community pharmacies have deployed comprehensive adherence programs, with nearly 77% offering medication synchronization services to their patients. The med sync or appointment-based model is the process of aligning all a patient's medications to refill on the same day of each month, coupled with an appointment with the pharmacist.

Ninety-four of independent community pharmacies offering med sync services report synchronizing all chronic medications to a single monthly pick-up date, and 58% report calling patients 4-10 days in advance of the monthly pick-up date. In the United States, the retail pharmacy industry is highly concentrated. The four largest companies generate about 70% of the retail pharmacy industry's total revenue. Chain stores account for about 50% of the retail prescription market in the United States (IMS Health).

Market Share by Pharmacy Type

The retail prescription market is made up of supermarket pharmacies (10%), independent drug stores (15%), mail services (25%), and chain stores (50%). The electronic medical records of physician offices within their community are accessible by 24% of pharmacies, whereas 33% of pharmacies have a collaborative drug- therapy agreement with a physician.

Target Market

Demographics of Target Market / Location Analysis

Sistrunk Neighborhood, Ft. Lauderdale		USA
Population	76,073	329 Million
Median Age	34 Years	38.1 Years
% of Seniors	15.3%	16.5%
Median Household	\$31,745	\$61,937
HIV Patients	19,451 (in Ftl.)	1.2 Million
Mental Health	3.2% of Adults	19.1%

Competitors

There are 12 pharmacies within a 3-mile radius of Optimal Health Pharmacy's proposed Ft. Lauderdale location.

Competitive Edge

Unlike its competitors, Optimal Health Pharmacy provides consumers with an easily accessible and convenient location. Additional features that set Optimal Health apart from competitors include its:

- Location
- Referral network
- Health center next door
- Personal Branding
- OHF – community outreach and bridging gaps
- 340B pharmacy

Source:

1. Beer L, Tie Y, Weiser J, Shouse RL. Nonadherence to Any Prescribed Medication Due to Costs Among Adults with HIV Infection — United States, 2016–2017. MMWR Morb Mortal Wkly Rep 2019;68:1129–1133. DOI: <http://dx.doi.org/10.15585/mmwr.mm6849a1.htm>
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Systems/Statistics-Trends-and-
Reports/NationalHealthExpendData/Downloads/ForecastSummary.pdf

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4. National Community Pharmacist Association. (2017). NCPA 2017 Digest Opportunities for a Community Pharmacy in a Changing Market. Retrieved from <http://www.ncpa.co/pdf/digest/2017/2017-digest-lr.pdf>
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8. Smart Retailing Rx. (January 2020). 10 Areas to Grow your Bottom Line in 2020. Retrieved from <https://join.healthmart.com/business-and-operations/10-revenue-generating-ideas-for-2020/>
9. Van Arnum, P. (2018). Modest Growth Projected for the US Pharmaceutical-Industry. *Value Chain Insights*. Retrieved from <https://dcatvci.org/5367-modest-growth-projected-for-the-us-pharmaceutical-industry>
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11. National Health Expenditure Projections 2-18-2027. (n.d.) Retrieved from <https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/Downloads/ForecastSummary.pdf>
12. Centers for Medicare and Medicaid Services. (2021). Retrieved from <https://www.statista.com/statistics/184914/prescription-drug-expenditures-in-the-us-since-1960/>

SWOT Analysis

Strengths

- Collaborative healthcare team
- Linkage to care
- Location
- 340B pharmacy
- Home delivery service
- Excellent customer service

Weaknesses

- Funding for initial and ongoing expenses
- Low brand awareness in new proposed neighborhood

Opportunities

- Increased prescribing among adult and senior population
- High demand for independent pharmacies

Threats

- Retail competitors
- Reimbursement procedures as an independent pharmacy

Marketing Strategy

Optimal Health Pharmacy's mission is to promote the overall health and happiness of people in our community by providing affordable, accessible, compassionate, and comprehensive pharmacy services. Our goal is to empower individuals to achieve their optimal health by bridging together factors that may have an impact on their health including behavioral, environmental, and social determinants.

Marketing Objectives

- Increase repeat customers by 7% each quarter.
- Decrease customer acquisition costs by 8% per year.
- Increase customer awareness of Optimal Health Pharmacy as evidenced by an increase in product requests solely generated by knowledge of the brands name.

Financial Objectives

- A double-digit growth rate for the first three years.
- Reduce the variable costs associated with servicing each individual order by 4% a year.
- Profitability by the end of year three.

Target Markets

Optimal Health Pharmacy will have different strategies for two different groups— consumers residing in the community and community partners.

Community residents will be targeted through a branding campaign to raise visibility of the pharmacy and supplemental health and social services. Collateral such as Optimal Health branded calendars, pill boxes, cups, brochures, and flyers among other items, will be distributed at community events. As the burden of chronic disease is high among our target population, Optimal Health Pharmacy will appeal to community members as a source for healthcare information, supplemental health service, and linkage to care, in addition to their pharmaceutical distributors.

Community partners such as local physician offices, civic organizations, faith-based organizations, and other identified stakeholders will be targeted through face-to-face contact with pharmacy staff. Staff will focus on identifying partners who service individuals in our senior population as well as those that serve individuals who may be managing a chronic disease.

Positioning

Optimal Health Pharmacy will position themselves as the premier, customer-service-orientated community pharmacy. Optimal Health Pharmacy will offer a good selection, great service, and personalized advisement as it relates to medication therapy management. Optimal Health Pharmacy will leverage their competitive edge to achieve this positioning.

Strategies

The single objective of Optimal Health Pharmacy is to establish themselves as the premier community pharmacy in the Sistrunk and surrounding areas. Optimal Health Pharmacy will aim to achieve a 25% market penetration within five years. The marketing strategy will seek to first create customer awareness regarding the products/services offered, develop the customer base, and work toward building customer loyalty and referrals.

The Pharmacy will use word of mouth to communicate the message. Marketing materials will be placed in different venues depending on the target segment that is trying to be reached. To reach consumers, marketing materials will be distributed throughout the community. To reach preferred partners staff will identify and meet with stakeholders within their offices and organizations.

Marketing Mix

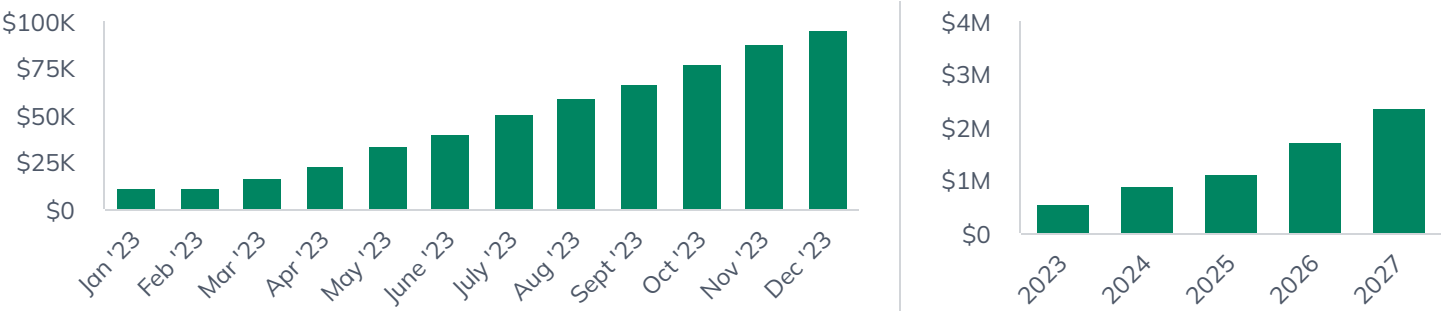
The Optimal Health Pharmacy marketing mix is comprised of the following approaches to pricing, distribution, advertising and promotion, and customer service.

- **Pricing:** The Pharmacy's prices will be better than traditional pharmacies.
- **Distribution:** Prescription delivery will be available to all customers.
- **Advertising and Promotion:** Canvassing and word of mouth will promote the brand within the targeted community.
- **Customer Service:** A high level of customer service is the norm. All employees have been trained to ensure that all customer's expectations are exceeded.

Optimal Health Pharmacy

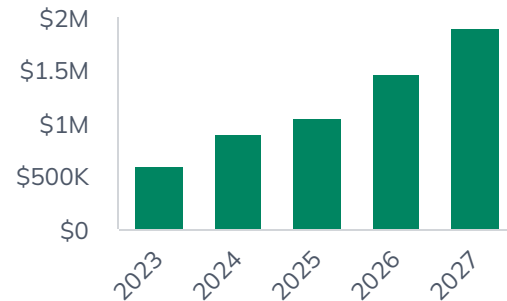
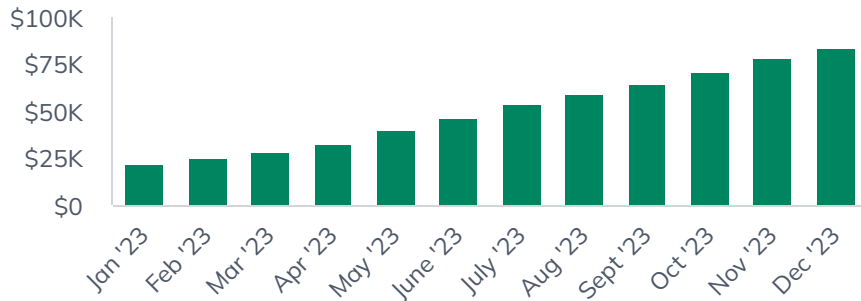
2023-2027
Financial Projections

Revenue



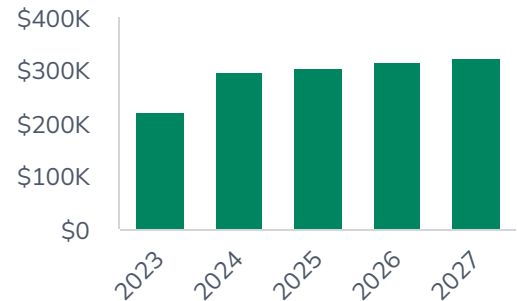
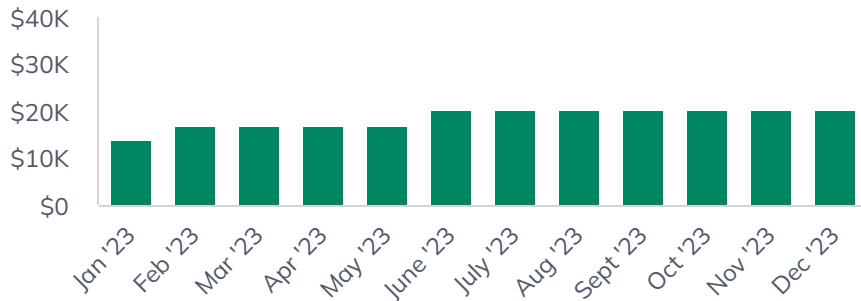
Revenue	2023	2024	2025	2026	2027
Self-pay	\$21,538	\$34,000	\$45,000	\$52,000	\$60,000
340 B Rxs	\$477,000	\$650,000	\$830,000	\$1.4M	\$2M
Insurance	\$55,600	\$200,000	\$240,000	\$270,000	\$300,000
MTM	\$7,400	\$10,000	\$12,500	\$14,000	\$15,500
Optimal Health Foundation Office Rent	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Totals	\$579,538	\$912,000	\$1.1M	\$1.8M	\$2.4M

Direct Costs



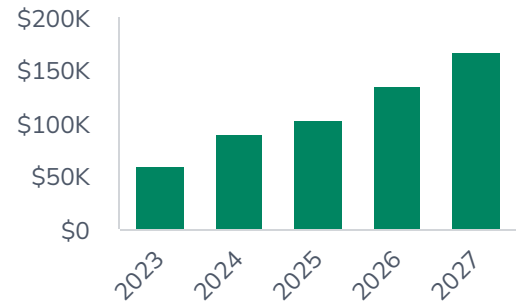
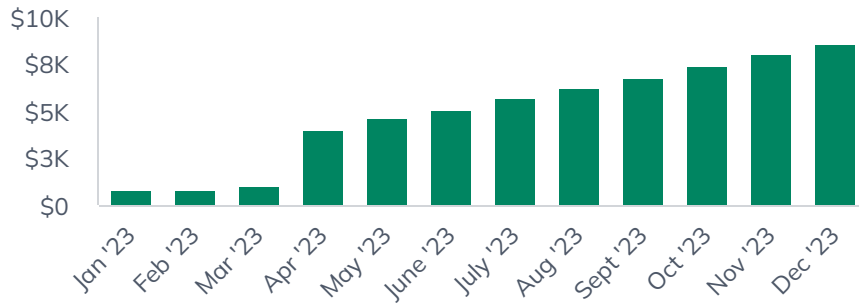
Direct Costs	2023	2024	2025	2026	2027
Cost of Inventory for self pay	\$6,461	\$10,200	\$13,500	\$15,600	\$18,000
Cost for inventory and contracts	\$376,700	\$592,800	\$744,575	\$1.1M	\$1.6M
Direct Labor	\$224,160	\$297,871	\$306,807	\$316,011	\$325,492
Salaries and Wages	\$186,800	\$248,226	\$255,672	\$263,343	\$271,243
Pharmacist 1	\$110,000	\$113,300	\$116,699	\$120,200	\$123,806
Pharmacist 2 (0.8)		\$40,000	\$41,200	\$42,436	\$43,709
Pharmacy Tech Lead	\$30,720	\$31,642	\$32,591	\$33,569	\$34,576
Pharmacy Tech (0.92)	\$17,920	\$31,642	\$32,591	\$33,569	\$34,576
Driver/support staff (0.98)	\$28,160	\$31,642	\$32,591	\$33,569	\$34,576
Employee-Related Expenses	\$37,360	\$49,645	\$51,135	\$52,668	\$54,249
Totals	\$607,321	\$900,871	\$1.1M	\$1.5M	\$1.9M

Personnel



Personnel	2023	2024	2025	2026	2027
Head Count	3.5	5	5	5	5
Average Salary	\$53,371	\$49,645	\$51,134	\$52,669	\$54,249
Revenue Per Employee	\$165,582	\$182,400	\$229,100	\$350,800	\$478,700
Net Profit Per Employee	(\$25,438)	(\$16,396)	(\$5,200)	\$28,999	\$53,960
Direct Labor	\$224,160	\$297,871	\$306,807	\$316,011	\$325,492
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Totals	\$224,160	\$297,871	\$306,806	\$316,012	\$325,492

Expenses



Expenses	2023	2024	2025	2026	2027
Rent	\$18,000	\$24,000	\$24,000	\$24,000	\$24,000
Pharmacy software	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Dispensing Supplies	\$17,386	\$27,360	\$34,365	\$52,620	\$71,805
Travel Expenses (gas mileage)	\$2,800	\$3,200	\$3,500	\$3,800	\$4,300
PSAO membership	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
DIR Fees	\$2,780	\$10,000	\$12,000	\$13,500	\$15,000
E-rxs and transmission fees	\$5,381	\$9,120	\$11,455	\$17,540	\$23,935
Miscellaneous	\$4,636	\$7,296	\$9,164	\$14,032	\$19,148
Marketing	\$3,600	\$4,800	\$4,800	\$4,800	\$4,800
Totals	\$59,583	\$90,776	\$104,284	\$135,292	\$167,988

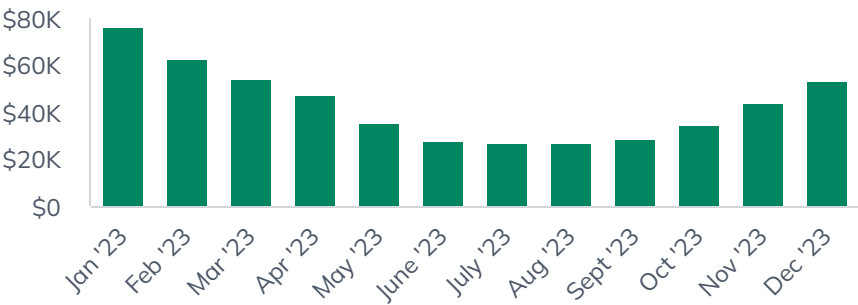
Assets

Excluding cash, accounts receivable, etc.

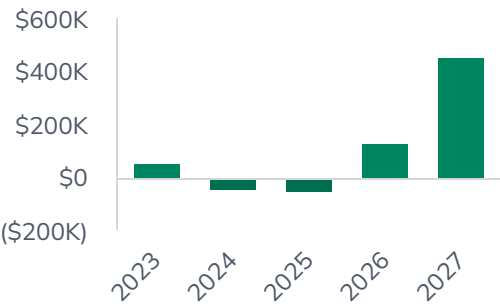
Assets	2023	2024	2025	2026	2027
Long-term assets	\$9,333	\$7,000	\$4,667	\$2,667	\$667
Company vehicle	\$8,667	\$6,667	\$4,667	\$2,667	\$667
Computers	\$667	\$333	\$0	\$0	\$0

Financing

Projected cash in 2023



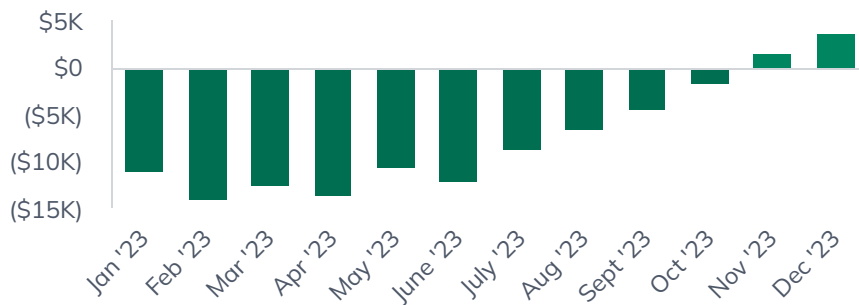
Cash at year's end



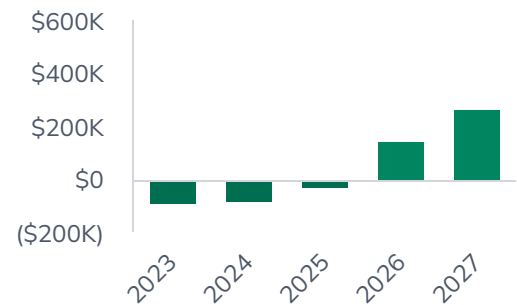
Financing	2023	2024	2025	2026	2027
Amount received	\$80,000				
Business Investment	\$80,000				

Projected Profit & Loss (1 of 2)

Net profit in 2023



Net profit by year



Projected Profit & Loss	2023	2024	2025	2026	2027
Revenue	\$579,538	\$912,000	\$1.1M	\$1.8M	\$2.4M
Self-pay	\$21,538	\$34,000	\$45,000	\$52,000	\$60,000
340 B Rx's	\$477,000	\$650,000	\$830,000	\$1.4M	\$2M
Insurance	\$55,600	\$200,000	\$240,000	\$270,000	\$300,000
MTM	\$7,400	\$10,000	\$12,500	\$14,000	\$15,500
Optimal Health Foundation	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Office Rent					
Direct Costs	\$607,321	\$900,871	\$1.1M	\$1.5M	\$1.9M
Cost of Inventory for self pay	\$6,461	\$10,200	\$13,500	\$15,600	\$18,000
Cost for inventory and contracts	\$376,700	\$592,800	\$744,575	\$1.1M	\$1.6M
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Pharmacist 2 (0.8)		\$40,000	\$41,200	\$42,436	\$43,709
Pharmacy Tech Lead	\$30,720	\$31,642	\$32,591	\$33,569	\$34,576
Pharmacy Tech (0.92)	\$17,920	\$31,642	\$32,591	\$33,569	\$34,576
Driver/support staff (0.98)	\$28,160	\$31,642	\$32,591	\$33,569	\$34,576
Employee Related Expenses	\$37,360	\$49,645	\$51,135	\$52,668	\$54,249
Gross Margin	(\$27,783)	\$11,129	\$80,619	\$282,288	\$494,233
Gross Margin %	(5%)	1%	7%	16%	21%
Operating Expenses	\$59,583	\$90,776	\$104,284	\$135,292	\$167,988
Rent	\$18,000	\$24,000	\$24,000	\$24,000	\$24,000
Pharmacy software	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000

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Projected Profit & Loss (2 of 2)

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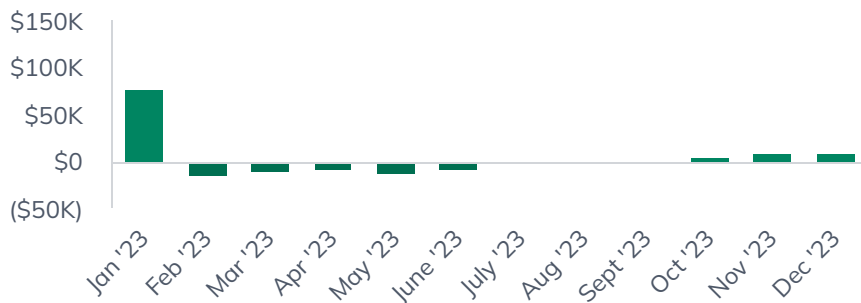
Projected Profit & Loss	2023	2024	2025	2026	2027
Dispensing Supplies	\$17,386	\$27,360	\$34,365	\$52,620	\$71,805
Travel Expenses (gas mileage)	\$2,800	\$3,200	\$3,500	\$3,800	\$4,300
PSAO membership	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
DIR Fees	\$2,780	\$10,000	\$12,000	\$13,500	\$15,000
E-rxs and transmission fees	\$5,381	\$9,120	\$11,455	\$17,540	\$23,935
Miscellaneous	\$4,636	\$7,296	\$9,164	\$14,032	\$19,148
Marketing	\$3,600	\$4,800	\$4,800	\$4,800	\$4,800
Operating Income	(\$87,367)	(\$79,647)	(\$23,665)	\$146,996	\$326,246
Income Taxes	\$0	\$0	\$0	\$0	\$54,446
Depreciation and Amortization	\$1,667	\$2,333	\$2,333	\$2,000	\$2,000
Total Expenses	\$668,571	\$993,981	\$1.2M	\$1.6M	\$2.1M
Net Profit	(\$89,033)	(\$81,981)	(\$25,998)	\$144,996	\$269,799
Net Profit %	(15%)	(9%)	(2%)	8%	11%

Projected Balance Sheet

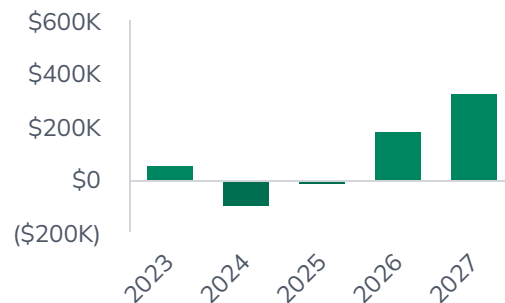
Projected Balance Sheet	2023	2024	2025	2026	2027
Assets	\$63,037	(\$33,199)	(\$45,148)	\$135,567	\$459,141
Current Assets	\$53,704	(\$40,199)	(\$49,815)	\$132,901	\$458,474
Cash	\$53,704	(\$40,199)	(\$49,815)	\$132,901	\$458,474
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Long-Term Assets	\$9,333	\$7,000	\$4,667	\$2,667	\$667
Long-Term Assets	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000
Accumulated Depreciation	(\$1,667)	(\$4,000)	(\$6,333)	(\$8,333)	(\$10,333)
Liabilities & Equity	\$63,037	(\$33,199)	(\$45,148)	\$135,567	\$459,141
Liabilities	\$72,071	\$57,815	\$71,864	\$107,583	\$161,357
Current Liabilities	\$72,071	\$57,815	\$71,864	\$107,583	\$161,357
Accounts Payable	\$72,071	\$57,815	\$71,864	\$107,583	\$145,147
Income Taxes Payable	\$0	\$0	\$0	\$0	\$16,210
Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0
Equity	(\$9,033)	(\$91,014)	(\$117,012)	\$27,984	\$297,783
Paid-In Capital	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000
Retained Earnings		(\$89,033)	(\$171,014)	(\$197,012)	(\$52,016)
Earnings	(\$89,033)	(\$81,981)	(\$25,999)	\$144,996	\$269,799

Projected Cash Flow

Cash flow in 2023



Cash flow by year



Projected Cash Flow	2023	2024	2025	2026	2027
Net Cash from Operations	(\$15,296)	(\$93,903)	(\$9,616)	\$182,715	\$325,573
Net Profit	(\$89,033)	(\$81,981)	(\$25,998)	\$144,996	\$269,799
Depreciation and Amortization	\$1,667	\$2,333	\$2,333	\$2,000	\$2,000
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$72,071	(\$14,255)	\$14,049	\$35,719	\$37,564
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$16,210
Change in Sales Tax Payable	\$0	\$0	\$0	\$0	\$0
Net Cash from Investing	(\$11,000)				
Assets Purchased or Sold	(\$11,000)				
Net Cash from Financing	\$80,000				
Investments Received	\$80,000				
Cash at Beginning of Period	\$0	\$53,704	(\$40,199)	(\$49,815)	\$132,901
Net Change in Cash	\$53,704	(\$93,903)	(\$9,616)	\$182,715	\$325,573
Cash at End of Period	\$53,704	(\$40,199)	(\$49,815)	\$132,901	\$458,474