

# Not all generics are created equal

The more you purchase PRxO Generics, the more you:

**Earn rebates** | **Lower your overall drug costs** | **Maximize potential of your agreement**

**Purchase PRxO Generics to maximize your compliance tiers and achieve a lower overall cost of goods**

**Maximize your PRxO Generics compliance and earn PRxO rebates**

**Why purchasing a cheaper item through your secondary is more costly in the long run**

## Impact of generics through your Cencora Prime Vendor Agreement (PVA)

- PRxO rebates can be earned each month on PRxO generic items
- Branded Cost of goods is affected by PRxO compliance
- Minimize the time, cost, and complexity of dealing with multiple generic suppliers

## How to maximize PRxO Rebates

- PRxO compliance grid
  - Grid gives rebates earned based on PRxO compliance
- Look for the PRxO flag and purple band **PRxO** **PRxO-II**
- SmartSource is a backup for PRxO contracted items that will count toward your PRxO compliance



## Example: with a 10% rebate

Item	AB cost	AB cost after rebate	Competitor cost	Net difference
Drug A	\$100	\$90	\$95	\$5