



# ABC Order

**AmerisourceBergen**

User-centered design  
informs enhancements to  
our ordering platform.

# Co-created and customer-centric



**The new ordering platform was designed in collaboration with our customers**

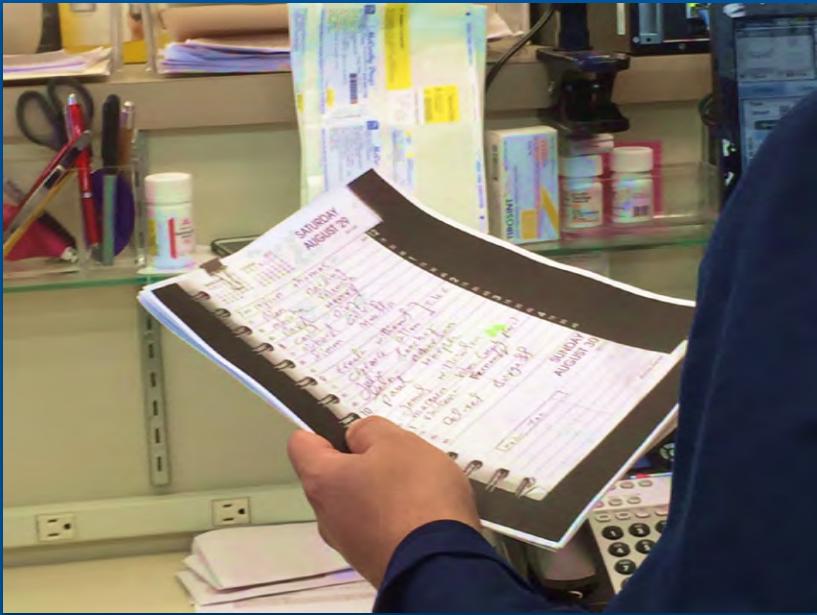
- ▶ Retail pharmacies
- ▶ Health systems
- ▶ Physician practices



**Features and functionality were inspired by extensive observational research**

- ▶ We learned how our customers work and why they do what they do
- ▶ We learned what ordering processes were making their jobs more difficult
- ▶ We designed ABC Order to create a more efficient, easy and enjoyable experience

# CSP: Calendar Feature



A screenshot of the ABC Order software interface. At the top, it says "ABC Order AmerisourceBergen". Below that is a navigation bar with "CHRISTOPHER A. BAR... My Account", "Tools", "Support Services", a search bar, and a cart icon. The main area is titled "Calendar" and shows a monthly view for May 2019. A specific date, Monday, May 13th, is highlighted. A modal window titled "Back Order Shipped!" appears over the calendar, providing details about a shipped back-order for CARBIDOPA-LEVODOPA 25-1.

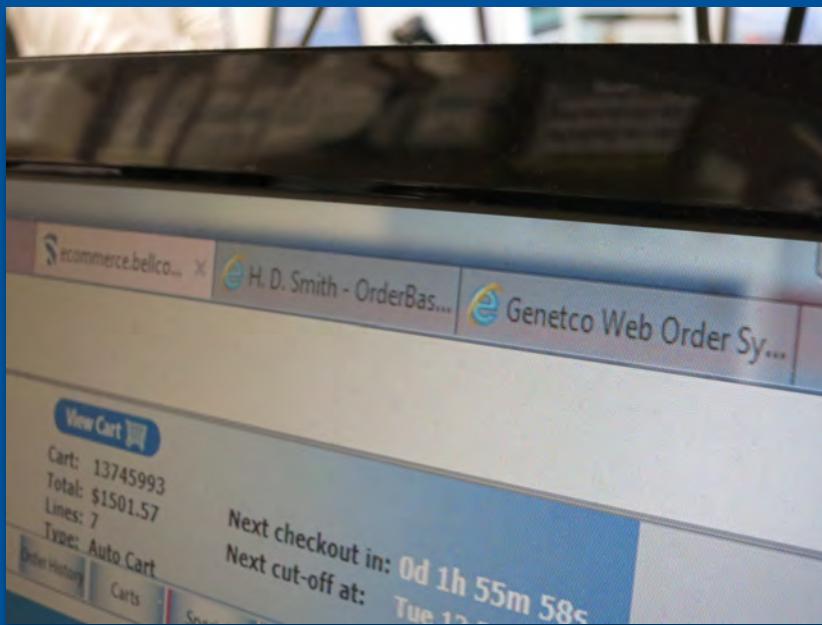
## What we saw

Pharmacy customers using paper calendars to track their irregular inventory (products they needed to dispense to patients but that were too expensive to keep regularly stocked). In this paper model, customers would have to key in every one of the orders every day.

## What we built

The calendar feature in ABC Order allows pharmacies to track the refill dates of their irregular inventory and automatically add them to their cart, improving accuracy and efficiency.

# Bellco feature: Coupons



## What we saw

Pharmacy customers shopping around for the best price on generics, every day, spending time and energy taking calls from individual suppliers and negotiating pricing.

## What we built

A coupon feature that automatically serves discounts to customers in the system so they can make an immediate buying decision.

# Health system feature: Facility View



Two screenshots of a software interface. The top screenshot shows a dashboard for 'EAST' with three accounts: UNIVERSITY HOSPITAL EAST GPO (GPO), UNIVERSITY HOSPITAL EAST WAC (WAC), and UNIVERSITY HOSPITAL EAST 340B (340B). The bottom screenshot shows a catalog search for 'azithromycin' with results for AZITHROMYCIN TAB 250MG USP TAB 1X6CT, AZITHROMYCIN 500 MG TAB 3, and AZITHROMYCIN 250MG TAB 3X8.

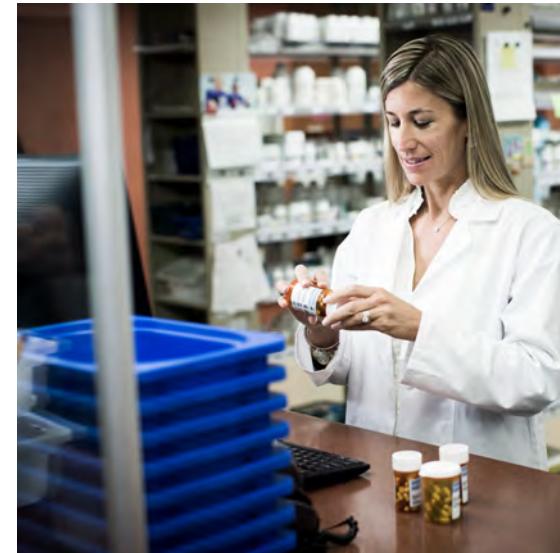
## What we saw

Discrepancies between how customers structure their inventory and how we make them place orders. Customers store a specific drug in one location. But because of contract structure, they may have to reorder that product on three different accounts, essentially tripling their work.

## What we built

Facility view, which completely shifts the account-based ordering paradigm and aggregates customer accounts into one view.

With these and other user-centered features, ABC Order improves our customers' operational efficiency so they have **more time to care for their patients.**





AmerisourceBergen®

# TechLab

AN INNOVATION EXPERIENCE