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September 2010

This month in the Buzz....

**b** *Special Feature—an interview with BidGenerics.com founder Marlin Weekley*

**b** *The Insider Section—our regular feature:*

*\*The SuperSaver HotFive™*

*\* Newly Added*

**Interview with the owner and founder of BidGenerics.com, Marlin Weekley**

*This month we hear from the man behind it all.*

**b** *First off, how did you come up with BidGenerics.com and what did it take to see the idea come to fruition as it is today?* I own four retail pharmacies. Every store was buying from a slightly different group of secondary generic suppliers based on habit and supplier “cold calls”. The problem I observed in looking at what I was paying for a particular generic drug in the four stores was that invariably one of the stores was paying something less than the others, which meant I was paying the lowest price only 25% of the time! What also became obvious was that any pharmacy that had purchased a particular drug from one of the higher-priced suppliers on that day paid too much but had no way of knowing this. After trying to create some in house databases to help my pharmacists purchase more consistently and at the best price it became apparent that an online real-time process was the only way to approach the problem and hence BidGenerics.com was born in the shower at 7:00 am one morning. BidGenerics.com allows the pharmacist the ability to have his or her order automatically check the competitive prices of all suppliers in a matter of seconds and display the result to enable the quick, efficient, best-price ordering everyday without calling multiple suppliers or checking multiple websites, etc. etc.

**b** *What has been the most difficult thing in getting pharmacists to accept BidGenerics.com over their current order processes?* Pharmacists, like most people, are creatures of habit and resistant to change. Others see purchasing away from their wholesaler as a threat to their wholesaler contract and discounts. I find new innovative processes both challenging and exciting and often profitable as has been the case with BidGenerics.com. I have saved tens of thousands of dollars over the last 4 years while at the same time lowering my net wholesaler contract! It is a little work and commitment up front but anything worth doing requires some effort and the BidGenerics.com unique buying tool is no different.

**b** *How is BidGenerics.com evolving to meet the demands of today's pharmacist?* We at BidGenerics.com, working with our pharmacy software vendor CompuSolve of Highland, Illinois, created a unique desktop tool called BidNvest that allows the busy pharmacist to invest in generic drugs at a guaranteed high rate of return easily, efficiently and consistently! With today's low interest rates it is ridiculous to have money in the bank rather than invested in very high rate of return generic drugs. BidNvest tells you which drugs to invest in to obtain the highest rate possible. The rate of return is based on the SAVINGS achieved compared to buying the products from your wholesaler. It changes the game from a “buying” proposition to an “investing” one – cool, very cool.

**b** *Why is it that Suppliers feel so comfortable in going low with their prices for BidGenerics.com users?* Suppliers pay big dollars to telemarketers or in-house staff to sell their products via cold calls and other expensive processes. The BidGenerics.com process is very inexpensive for the supplier and allows them to earn the business by sharing the savings with the customer via reduced prices. BidGenerics.com represents the efficiencies of the internet come to pharmacy buying in the form of online competitive generic purchasing. Everything else is competitively purchased via the internet – why not generic drugs from known and trusted suppliers? BidGenerics.com is an idea whose time has come.

**b** *Where do you see BidGenerics.com in the future? Mobile? Any site changes in store? Switching to software-based?* Future upgrades and tools for BidGenerics.com are limitless and will be focused on providing the pharmacists with ever more control over an ever more efficient buying process.

—BG

*Marlin is the owner and founder of BidGenerics.com as well as Dot Drug, Inc based in Metamora, IL. He also serves as president of the Illinois Pharmacists Association.*



**BidGenerics.com owner and founder Marlin Weekley at his Metamora, IL pharmacy.**

### The Insider Section

**b** *This month's SuperSaver HotFive™: save 20% or more!*

5. Diltiazem CD 180mg AB3 (90 Caps)
4. Felodipine ER 5mg (100 Tabs)
3. Gemfibrozil 600mg (500 Tabs)
2. Nabumetone 500mg (500 Tabs)
1. Propranolol ER 120mg (100 Caps)

**b** *Newly Added*

- LANSOPRAZOLE 30 MG (90 Tabs)
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- TROSPIUM CHLORIDE 20 MG (60 Tabs)
- LORAZEPAM 2 MG/ ML ORAL CONCENTRATE C4 (30 MLS)
- DIGOXIN .125 MG (100 Tabs)

**Adding a new drug is easy! Just click on the Request New Drug link under the Tools section of your Status Page and tell us what drug you want to see priced through BG.**