



# Steadfast Partner, Spirited Innovator

From small family pharmacy to industry-leading distributor, Besse Medical proudly maintains its commitment to its customers.

**F**exceptional service, quality, and dependability have been the hallmarks of Besse Medical since its inception. The knowledgeable and courteous professionals at Besse are committed to serving the medical community with the company's long-held values in mind. And because those values include integrity, collaboration, innovation and passion, the result is a dynamic, pioneering organization, dedicated to serving its customers in today's changing healthcare environment.

"Knowing the downstream impact of everything we do and forging partnerships with our customers — we take those things very seriously," says Mick Besse, President of two AmerisourceBergen companies: Oncology Supply and Besse Medical. "We are one of the largest and most trusted specialty pharmaceutical distributors in the United States. When we can improve access to products, speed their delivery, help clients manage inventory and even help doctors grow their practices, then we know that communities are getting better health care. That's what we do."



▲ Besse Medical headquarters today.



◀ Besse Pharmacy in Cincinnati, shown in 1959.

## A Family's Corner Pharmacy

Besse Medical began as a Cincinnati corner pharmacy. Founded by Edward Besse, Sr. and his wife Helen in 1948, the pharmacy quickly became a thriving part of the community. In the early 1960s, sons Edward Jr. and Bob Besse graduated pharmacy school and started working alongside their father. Over the course of four decades, the Besse sons saw the pharmacy expand to multiple locations, add a medical supply

business for area practices and, in 1998, become part of Bergen Brunswig Corp., which later became AmerisourceBergen.

After guiding the company through decades of growth and change, Edward Jr. and Bob Besse retired in 2001, but the Besse family's influence continues today. Each and every family member has worked at the Besse businesses at one time, and many still work there today.

Mick Besse entered the family business in 1988. He was named General Manager of Besse Medical 10 years later and is now President of Oncology Supply and Besse Medical. Rob Besse joined in 1993 and is now Vice



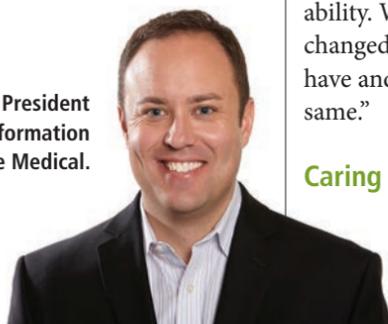
Helen and Ed Besse Sr. and Jr. at the Besse Pharmacy soda fountain in 1953.

President of Operations, responsible for new business development and serving as the liaison to key manufacturer business partners. Eric Besse, who joined the company in 1998, is Vice President of Business Information Solutions, providing technology solutions to the company's internal and external partners.

With their peers at Besse Medical and AmerisourceBergen, the new generation of the Besse family has helped the business evolve into a powerful, specialized high-technology distributor with all the advantages of belonging to a multinational corporation.

The corporate offices moved to a new location outside Cincinnati in 2003, and the company opened a state-of-the-art smart distribution facility in Brooks, Ky., 2 years

Eric Besse, Vice President of Business Information Solutions, Besse Medical.



Mick Besse, President of AmerisourceBergen companies Oncology Supply and Besse Medical.

later. Through it all, Besse Medical has remained true to the reputation of that first family-owned corner pharmacy.

As Mick Besse says, "Our history gives us the strong foundation of values that still guide the way we approach the business today. We have a longstanding relationship with physician practices built on integrity, service and dependability. While so much in our world has changed in nearly 70 years, those things have and will continue to remain the same."

### Caring Service

Besse Medical often uses the phrase "supply with care." Why? Because Helen

and Edward Besse, Sr. didn't just start a successful company — they started a customer-centered culture of empathy and accessibility. In today's terms, that means everyone who calls or emails the Besse Customer CARE team has a different kind of communication experience than they've come to expect. According to Besse's leadership, this experience has helped the company attain an impressive 97% customer satisfaction.

"Much of our business is based on word-of-mouth referrals, which means we're providing a good customer experience. We really think that the credit goes to our employees," says Mick. "We invest in our employees, teaching them the magnitude of responsibility that we have to impact

how well doctors can treat their patients. They are invested. They empathize. We train them to be very knowledgeable and empower them to inform and help people."

Besse Medical holds its employees to a high standard, and they deliver. When people call or email, they speak to an actual Besse employee working at the company's Ohio offices. It's just one part of what Besse calls "accelerated access" to services and solutions critical for success. Customers aren't kept holding, nor are they sent to voicemail. Emails are answered quickly. When someone has a question, an employee takes ownership of the encounter and sees it through to a speedy conclusion.

Practitioners often find themselves

working with the same Besse employees for years. Eric explains, "We hire good people and they stay. The average tenure in the call center is significantly higher than industry standards, and everyone on the leadership team has been in place for at least 10 years. Our people stay because they know they are important to us and to our customers, and our customers appreciate the continuity of these relationships."

### Partnering With Customers

The leadership team at Besse Medical sees each customer relationship as a partnership — one they take great strides to build and maintain.

They know that their customers are in a challenging reimbursement environment, which creates pressure to grow and operate efficiently. Besse has an obligation to talk to customers individually, understand their current needs, and support their business objectives. It's what partners do.

By partnering with Besse Medical, practices share these key benefits:

**Worry-free integrity:** Besse protects the integrity of its supply chain for customers, guaranteeing product stability and eliminating audit risk by sourcing all products directly from manufacturers or their exclusive distributors. The company oversees the supply chain of tens of thousands of practices in all 50 states in real time, 24 hours a day. Besse Medical is a leader in supply-chain management not only because it invests in its own employees and state-of-the-art technologies, but also because it learns customers' needs and innovates to fulfill them.

"Significant regulatory challenges exist in the distribution industry.



Besse Medical's 200,000 sq ft state-of-the-art smart warehouse facility in Brooks, Ky. is adjacent to the UPS main shipping hub.

Having AmerisourceBergen as our parent company positions us to invest in providing a robust, secure supply chain. Our customers can rest easy. It's a big reason that so many manufacturers and practices make us their preferred provider," says Mick. "Through it all, we always remember to put patients at the center of what we do. Everyone at Besse knows that patients are our end customers. That responsibility demands consistency and dependability."

**Smart ordering and payment:** "We are always working to make ordering and inventory management smart and stress-free for our customers," says Eric.

Through Besse.com, customers set up their accounts to order for multiple office locations, store baskets for quick re-ordering, set customized payment dates and arrange future or even automated payments. They quickly access the information they want, such as quotes, past orders, order status and UPS tracking. During business hours, a dedicated web specialist walks customers through any Besse.com inquiries, while market specialists and Besse's GPO Connect portfolio help practices sign up for programs with the best pricing for their needs.

All of these things make it easier to place and track orders and payments, but Besse also finds ways to

## Advocating for Community-based Practices

Community practices are at the core of Besse Medical's business, and those practices are working hard to grow and thrive. Besse works just as hard to give community-based physicians and practices a collective voice, advocating on their behalf in the marketplace, to manufacturers, to government regulators, and to health policy decision makers. Besse has worked for implementation of the Drug Supply Chain Security Act and continues to turn client feedback into solutions that help practices thrive.

Besse Medical and many companies within AmerisourceBergen Specialty Group also support the Community Counts program, an advanced effort to support and promote community physicians and practices.



make these transactions better for business. Reimbursement reports help facilitate smart business decisions in Besse partner practices. Credit limits grow as practices grow, so there is no interruption to the supply chain. And Besse employees are always available to discuss business questions and help customers make the most of the company's services.

**Fast, innovative distribution:** In Brooks, Ky., 2 hours south of Besse Medical's business office, the company has built a state-of-the-art distribution center. The facility is large: 200,000 square feet, including more than 9,100 ambient storage locations, 1,850 locations for refrigerated storage and 45 pallets of freezer storage.

But it's not just big – it's smart, too. Product integrity and stability are unparalleled, as advanced technologies regulate temperature and humidity across all storage areas, provide 24/7 security and offer complete power backup.

Because Besse built its distribution center adjacent to a main UPS shipping hub, the company can offer customers a unique degree of ordering reliability and flexibility. All refrigerated orders ship for next business day delivery, including Friday for Monday. Customers are secure in the knowledge that their orders will arrive safely and on time, day after day.

"This is a heavily regulated industry. We made a significant investment in the technology and infrastructure to ensure our capacity and ability to comply with regulations now and in the future," says Rob Besse. "We are industry leaders in providing this level of service and security to our customers."

### Customer-focused Innovation

The values established early in Besse Medical's history direct everything the company does today. Right now, these values are guiding creation of a set of provider solutions — technologies that go above and beyond standard distribution to make practices more efficient and profitable. They are already changing the way people work.

"With inventory control becoming increasingly paramount in retina surgery and ophthalmology, CubixxMD has rapidly become an integral part of our practice. Initial setup and interfacing with our EHR was quick and simple, and it couldn't be more user friendly. That, combined with the excellence in customer service from Besse, makes it highly recommended."

— Marc A. Champa,  
Administrative Director,  
Vitreo-Retinal Associates (MA)



Find out how CubixxMD is making a difference at practices across the country — visit [besse.com](http://besse.com)

The groundbreaking CubixxMD system is a perfect example.

When Besse interviewed ophthalmologists and retinal surgeons and learned their points of pain, the company saw an opportunity to help eliminate those pains. They merged their own distribution services with an in-practice inventory management system called CubixxMD, which saves time and reduces error by automating inventory management.

With CubixxMD, Besse affixes RFID tags to each unit it ships, and practices store those units in a CubixxMD cabinet with built-in RFID sensors. As staff members stock the cabinet or remove products, the system does the scanning and inventory for them, all without manually scanning a single box. CubixxMD also integrates with many well-known practice management (PM) systems, allowing practices to reconcile dispensing activity with their

PM system's charge and payment data, ensuring product is properly tracked and billed.

### Parent Company

AmerisourceBergen has developed other advances to help practices thrive as well, including InfoDive and IPN.

InfoDive is a web-based business intelligence solution that allows practices to quickly and easily analyze internal data and compare the practice to other practices in areas such as coding, productivity, marketing and revenue collection. IPN, a specialty network, helps practices leverage AmerisourceBergen's competitive industry relationships to reduce the cost of medical and surgical equipment, diagnostics and pharmaceuticals.

Like the Besse grandparents whose entrepreneurial spirit set the company in motion nearly 70 years ago, today's Besse leadership is always anticipating ways to help their customers. They encourage a culture driven by a keen understanding of medical practices, ensuring each request, large or small, is addressed with diligence worthy of patient care services. The company accelerates access to products, insights, technology, and guidance that practices need to elevate performance and patient experience.

According to Eric Besse, having this rock-solid foundation in place allows Besse Medical to devote significant energy to creative and innovative problem solving for its customers. "We are continually working ahead of the curve, ensuring that we go beyond our customers' expectations and grow as a company, always extending not only product ranges, but also our service to our customer partners. By excelling at supply chain integrity, distribution and caring service, we've built a solid foundation that prepares us not only to deal with external changes, but also to find the ingenuity to serve customers now and in the future." 📶

