

Silicon Valley / San Jose Business Journal - August 31, 2009
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SILICON VALLEY / SAN JOSE Business JOURNAL

Friday, August 28, 2009

Rexanto offers help for smaller pharmacists

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THE BUSINESS: **Rexanto Inc.** has developed software that allows pharmacies to use outside fulfillment vendors to automate manual processing of prescriptions and offer seven-day medications. It says it saves pharmacies money by reducing manual dispensing of medications and cuts waste from discarded medications that don't get sold. By focusing on seven-day blister packs of medications, which display the day of the week they are supposed to be taken, Rexanto said it can also cut down on patient mistakes with prescriptions, some of which can be deadly.

HOW IT WILL MAKE MONEY: Rexanto charges transaction fees to pharmacies for using the system's fulfillment services. It charges insurance companies a share of the generated savings.

BUSINESS/TECHNOLOGY THAT COULD BE DISRUPTED: Rexanto is an alternative to current business-to-consumer mail-order pharmacies, which take customers away from pharmacies. Rexanto allows traditional pharmacies to be more competitive and reverts traffic back to them.

MANAGEMENT TEAM: Rexanto is CEO Rohan Coelho's third information technology business involving prescriptions. Coelho's most recent business, **Daverci Solutions Inc.**, pioneered handheld software that allowed caregivers to order, track and chart the administration of the right dose of the right medication to the right person at the right time.

BOARD OF ADVISERS: Dr. Lyle Bootman is dean of the College of Pharmacy at the **University of Arizona** and past president of the **American Pharmacy Association**. Shiv Tasker is a former CEO of **Phase Forward**, a software and service vendor for the data collection and management of clinical trials. Naeem Zafar is an entrepreneurship lecturer at **UC Berkeley's Haas School of Business** who was CEO at three startups: Pyxis Technology, **Silicon Design Systems** and **Veridicomm Inc.** Sandra Morris is former chief information officer at **Intel Corp.** and a former GM of a division at **Eastman Kodak Co.** Paul Jensen is a founder and general manager of a division of **Matthews International Corp.**

MONEY SOUGHT: \$1 million to \$4 million.

PARTNERSHIPS, COLLABORATIONS, AFFILIATIONS: The company says it has a major wholesaler and major fulfillment vendors lined up but declined to name them.

MARKET POTENTIAL: Rexanto says its business model creates an annual impact of \$9 billion for 18 million seniors responsible for 21 percent of U.S. prescription expenses. The company says its annual recurring revenue opportunity is \$1 billion from the initial market focus.

LIKELY COMPETITORS: Mail order pharmacies attached to pharmacy benefit managers and large pharmacy chains that favor direct-to-consumer models with 90-day supplies.

REVENUE: Not presently generating revenue, but the company says it has a strong customer pipeline from previous businesses serving the same target customers. It claims customer commitments worth \$2.5 million in annual recurring transaction revenue when fully deployed.

Rexanto Inc.

Headquarters: Sunnyvale

CEO: Rohan Coelho

Founded: 2008

Employees: 7 (both full time and part time)

Web: www.rexanto.com

Phone: 408.524.4466



Vicki Thompson

Rexanto CEO Rohan Coelho wants to help small pharmacies compete against big mail order suppliers by helping them sell packaged medications that show the day they should be taken.

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