Get the most comprehensive drug pricing and product information available – from a single source

The data you need to make more informed medication decisions

- Covers the full spectrum of current drug pricing and product information
- Supports more informed decision-making with transparent and consistent pricing policies
- Helps reduce the need for redundant searches within multiple resources
- Helps simplify identification and comparison of drug and nondrug items

Manage time and reduce uncertainty
Current, complete and accurate drug pricing information is typically difficult to find. IBM® Micromedex® RED BOOK® is designed to provide recognized and robust drug information — from one convenient source.

Part of IBM Micromedex Medication Management, RED BOOK is one of the oldest, most trusted sources of drug information. Through multiple delivery options, RED BOOK content helps identify, analyze and compare products that have been approved by the US Food and Drug Administration (FDA), including:
- Prescription drugs
- Over-the-counter medications
- Bulk chemicals

Highlights

- Includes 300,000+ healthcare items
- Featuring daily content updates

RED BOOK and AWP
As the healthcare market deals with uncertainty around the future availability of Average Wholesale Price (AWP) as a benchmark, RED BOOK will stay the course and continue to supply this needed information. Our policy and methodology on AWP has remained consistent and is available for your review at redbook.com. In addition to AWP, RED BOOK contains wholesale acquisition cost (WAC), direct price (DP), suggested retail price (SRP), and federal upper limit (FUL).
**Content delivery options**

**RED BOOK®**
RED BOOK online is available through Micromedex Solutions, which includes valuable clinical decision support information including DRUGDEX®, decision-support compendia for off-label use.

- Easy search functionality: Efficiently search by product name, active ingredient, National Drug Code (NDC), health-related item (HRI), Universal Product Code (UPC) or manufacturer name
- Targeted results filtering: Hone in on what you need by retrieving only active or deactivated drugs
- Daily content updates: Access additional information about products — including extensive AWP price history
- Create custom lists: Manage time with tailored lists to track changes in drug pricing; show all products that have the same active ingredient, route, strength and form; and export data for reporting purposes

To learn more about RED BOOK online or to get a no cost trial, visit redbook.com.

**RED BOOK Database Services**
RED BOOK Database Services can be integrated directly into your computer system as flat files or through our Clinical Knowledge Objects® (CKO) server. Separate files containing J-codes with high, low and median pricing for each code are available. A separate file containing all historical pricing data is also available.

**The most current information:**
- Learn about new products and pricing, including FDA-approved drug products available for manufacture and distribution, as frequently as daily
- Extensive product records: View brand name, generic name, dosage form, strength, route of administration, package size and more
- Easy-to-understand reference: Recognize special flags to indicate single source, repackaged products, controlled substances, maintenance drugs, FDA “Orange Book” codes for multisource products and Healthcare Common Procedure Coding System (HCPCS) J-codes for reimbursement of injectable drugs
- Current NDC numbers: Reduce confusion with NDC numbers that are maintained in 5-4-2 formats; if a number changes, the database supplies both the new and old NDC
- Unique numbering systems: Get help identifying and comparing products with common generic ingredients, and formulations

**RED BOOK supports a range of activities:**
- Drug-utilization review
- Market analysis and research
- Prescription pricing and order entry
- Establishing and validating reimbursement
- Claims adjudication, processing and validation
- Forecasting
- Drug-pricing research
- Generic substitution
- Therapeutic interchange
- Competitive analysis
- Purchasing
- Formulary development and management
About IBM Watson Health

Each day, professionals throughout the health ecosystem make powerful progress toward a healthier future. At IBM Watson Health, we help them remove obstacles, optimize efforts and reveal new insights to support the people they serve. Working across the landscape, from payers and providers to governments and life sciences, we bring together deep health expertise; proven innovation; and the power of artificial intelligence to enable our customers to uncover, connect and act — as they work to solve health challenges for people everywhere.

For more information on IBM Watson Health, visit ibm.com/watsonhealth.