

CiiTA + Model N

Protect Gross-to-Net. Strengthen 340B Integrity

A Strategic Extension of the Model N Ecosystem
for Revenue Protection and Compliance Confidence

- 1: Proven Gross To Net Protection
- 2: Simple And High Touch Implementation
- 3: Simplifies The Complexity Of 340B

- 340B Duplicate Discounts Are Between 3-5% Of Total Ambulatory Sales.
- Intentional Fraud Is 1-5% Of Total Sales And Growing.



At a time when Gross-to-Net (GTN) performance is under increasing pressure, manufacturers cannot afford blind spots in 340B oversight and fraud prevention. Revenue leakage, duplicate discounts, and undetected fraud, waste, and abuse (FWA) can materially impact financial performance—while regulatory scrutiny continues to intensify.

CiiTA partners with Model N to help manufacturers close those gaps.

As a trusted Model N business partner, CiiTA integrates directly into the Model N ecosystem through secure data exchange and enhanced reporting, delivering deeper visibility into both 340B activity and revenue integrity across the pharmaceutical value chain.



The GTN Risk Landscape

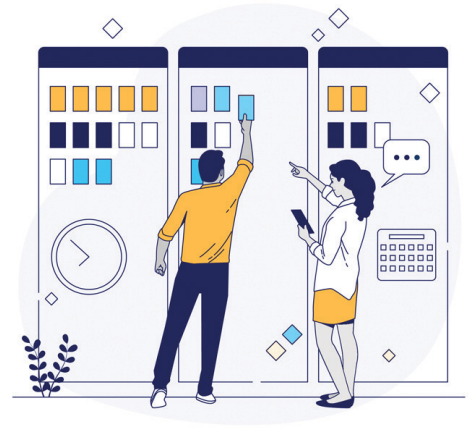
- Duplicate discount exposure impacting rebates and chargebacks
- Fraud, waste, and abuse across the ambulatory pharmacy landscape
- Limited transparency across pharmacy and covered entity activity
- Fragmented data environments creating compliance uncertainty
- Growing financial leakage that quietly erodes GTN performance

Without precise oversight, small discrepancies scale into multimillion-dollar impacts. Manufacturers need more than compliance tools—they need financial protection embedded into their revenue management strategy.

The CiiTA Advantage

- Streamlines and validates 340B deduplication
- Identifies and prevents fraud, waste, and abuse
- Enhances transparency across pharmacy and manufacturer data flows
- Strengthens compliance oversight without operational disruption

By aligning financial accountability with program integrity, CiiTA enables manufacturers to move from reactive remediation to proactive revenue protection.



Strengthening the Model N Ecosystem

CiiTA is not an add-on. It is a strategic extension of Model N's revenue management environment.

- Aligns 340B oversight directly with Model N revenue workflows
- Provides deeper visibility into transactions impacting GTN
- Delivers enhanced reporting that supports financial, compliance, and executive leadership teams
- Reinforces the integrity of rebate, chargeback, and pricing operations

Together, Model N and CiiTA create a more complete revenue integrity framework—connecting data, strengthening controls, and improving financial confidence.

Proven Financial Impact

The first joint Model N–CiiTA client has realized more than \$35 million in savings, demonstrating the measurable impact of proactive 340B oversight and advanced FWA detection.

For manufacturers operating in tight margin environments, that level of recovered or protected revenue directly strengthens Gross-to-Net performance and shareholder value.



Why Experience Matters in 340B Oversight

340B compliance is not just a technical challenge—it is a regulatory and operational discipline developed through deep market experience. CiiTA brings unparalleled longevity and expertise in the 340B and pharmaceutical compliance landscape. Our team understands the evolving regulatory environment, manufacturer risk exposure, and the financial mechanics behind GTN performance.

That experience translates into smarter oversight, stronger controls, and greater executive confidence.



Lead with Confidence at Rainmaker 2026

If protecting Gross-to-Net performance while strengthening 340B compliance is a priority for your organization, we invite you to continue the conversation.

- Meet with CiiTA at the Rainmaker 2026 booth.
- Visit: ciitainc.com/rainmaker2026



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