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Contact: [Jeremy Froehner](#)
(888) 904-4255

InView Analytics, Inc. Joins Microsoft for Startups

Inter-Pharmacy Marketplace and Communications Platform Awarded Support Microsoft

Palm Harbor, FL (September 17, 2021) – [InView Analytics, Inc.](#), an innovative startup that solves the problem of pharmaceutical waste, drug shortages and unaffordable medication has been selected to join the exclusive Microsoft for Startups program.

Over \$5 billion worth of unexpired prescription drugs in unopened packs are discarded every year. InView is an innovative Inter-pharmacy marketplace and Inventory communications platform that identifies and redistributes medications between pharmacies, hospitals, clinics, and government-run healthcare facilities. The solution is based on a centralized Rx data hub that unifies search, reduces drug shortages, eliminates waste, and identifies overstock affordable medications. InView's API will also open an entirely new category of real-time drug comparison shopping engines for consumers that do not exist today.

Microsoft for Startups is a global program meant to accelerate the development of high-potential B2B startups to help them grow at scale. InView will have exclusive access to Microsoft technology, mentorship from company professionals, and business support as a program member. InView will also get a clear path to sell alongside Microsoft and its other partners to meet short-term revenue goals and achieve its long-term vision of reducing healthcare costs.

"The service is projected to save state healthcare programs, pharmacies, and consumers between \$80 million and \$150 million annually by eliminating inefficiencies and waste, and we are incredibly excited to be among such a select group of companies from around the world chosen to join the Microsoft for Startups program," said Co-Founder & COO [Dr. Alex Toth, RPh.](#)

"InView's mission to break down the data silos between pharmacies, hospitals, clinics, and consumers is a good fit for our program and ecosystem," [Sally Frank](#), worldwide lead for health and life sciences at Microsoft for Startups, said in a statement.

About InView Analytics Inc.

Founded by pharmacy owners in 2020, InView Analytics, Inc increase pharmacy profits by identifying and offloading excess inventory via inter-pharmacy marketplace and combined inventory analysis dashboard. The platform proactively reduces drug shortages, provides inventory insight, and significantly lowers the cost of prescription drug expenditures. Providers may pre-register @ [InViewAnalytics.com](#). For more information on the Microsoft for Startups Program, please visit [startups.microsoft.com/en-us/](#)

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