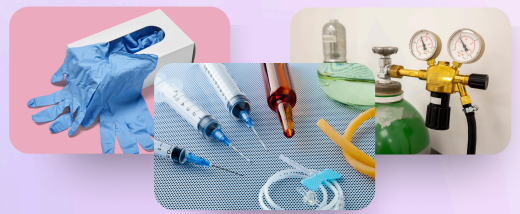


# Pricing AI



In medical supplies, pricing isn't just strategic—it's sensitive. Whether you're selling surgical gloves, mobility aids, or home diagnostic equipment, margin protection, compliance, and accessibility must be balanced at scale. With thousands of SKUs, fluctuating input costs, and overlapping B2B/B2C channels, static pricing leaves room for erosion.

Hypersonix Pricing AI empowers medical suppliers, distributors, and retailers with AI-driven, SKU-level pricing that responds to market signals, demand trends, and operational cost shifts in real time. From everyday disposables to high-margin DME, you can price with surgical precision.

## Key Features



### Elasticity-Aware Pricing

Dynamically adjusts prices based on purchase behavior, product criticality, and demand sensitivity—maximizing margin without compromising access.  
*Best Fit: Balancing volume and value for high-turn items like PPE, wound care, or thermometers.*



### Geo-Specific Price Optimization

Recommends optimal pricing by region or distribution zone, accounting for local regulations, fulfillment costs, and competitive intensity.  
*Best Fit: Varying pricing for mobility equipment or diabetes supplies in urban markets vs. rural areas.*



### Omnichannel Price Harmonization

Aligns prices across B2B portals, eCommerce sites, and direct-to-provider sales—ensuring consistency and minimizing channel conflict.  
*Best Fit: Managing SKU pricing across medical marketplaces, wholesale accounts, and consumer storefronts.*



### Compliance & Margin Guardrails

Automates MAP enforcement, discount thresholds, and contract price floors to avoid regulatory or partner conflicts.  
*Best Fit: Enforcing vendor pricing on branded medical devices while maintaining healthy markup on generic SKUs.*



### Seasonal & Demand Trend Forecasting

Forecasts price sensitivity and demand shifts tied to flu seasons, supply chain disruptions, or public health events.  
*Best Fit: Proactively adjusting prices on respiratory aids or sanitizers ahead of seasonal spikes or policy changes.*

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