# Internal Memo – FY23 Pricing Assumptions (Healthcare)

## Purpose

This memo summarizes key pricing assumptions used in the FY23–FY25 operating plan for the Healthcare segment and highlights areas requiring messaging discipline.

## Baseline Methodology

Most healthcare accounts are modeled using contractual escalators or annual repricing frameworks. Base case does not assume unilateral price rollbacks; sensitivity reflects churn/retender risk where appropriate.

## Exception Treatment (Limited)

A small number of disruption-era actions are embedded into baseline assumptions for planning purposes where management believes rollback is commercially infeasible absent renegotiation.

Alpine Medical is unique in the current base case: it is modeled at post‑June 2022 pricing across FY23–FY25 due to documented tender sensitivity and customer insistence on pricing stability. This assumption is subject to periodic governance review.

## Documentation Discipline

Externally: describe disruption-era actions as temporary accommodations tied to market conditions.  
Internally: use ‘planning assumption’ language; avoid phrasing suggesting a permanent contractual reset.

CONFIDENTIAL – Synthetic demo document for AIDE.