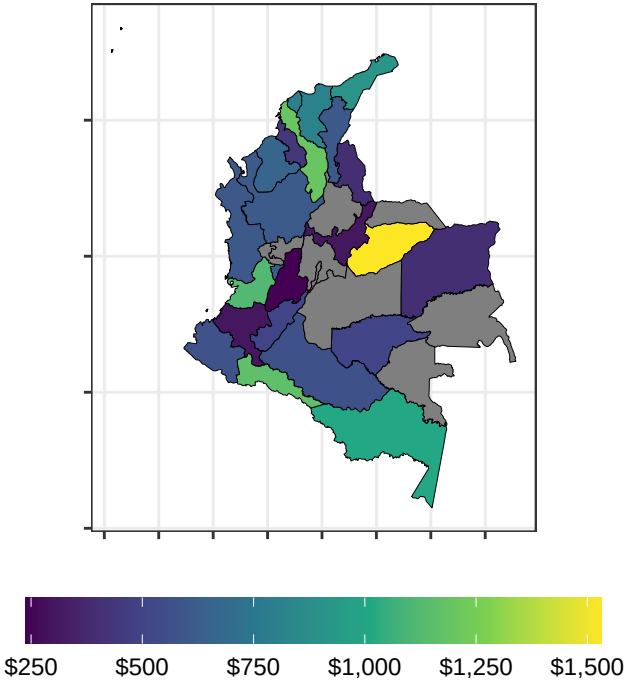Precio de venta de recetarios por prescripción