

SUCCESS STORY LAKELAND PHARMACY

lakelandrx.com/lakeland-pharmacy-branson-west

Background

The original store in a five-location group serving southwest Missouri, Lakeland Pharmacy understands that welcoming new technology is part of giving customers convenient, personalized service. That's why staff keep their eyes open for tools that help make customers both happy and adherent to important healthcare routines.

Challenge

Because Lakeland Pharmacy offers wellness support as varied as medication dispensing, home medical equipment, and insurance enrollment, daily workflow brings a balancing act between high-touch service and operational demands. It wasn't always easy to immediately recognize opportunities for extra patient support during routine encounters. Lakeland understood the advantages of an automated way to surface education, guidance, and reminders to keep patients adherent.

Solution

As RedSail Technologies introduced Clinical+ into their PioneerRx pharmacy management system, Lakeland Pharmacy used it to engage patients more proactively. Staff found it easy to adopt and quickly ramped its use. Along with sharing education and adherence messaging when prompted by Clinical+, staff also uses it to provide OTC recommendations. For example, targeted prompts will recommend products to help manage hypoglycemia, B12 repletion, or probiotics depending on a patient's medication profile.

By leaning into all the platform's capabilities, the pharmacy group is capturing incremental value through OTC interventions and education credits. Just as intended, Clinical+ has helped Lakeland create a stronger connection between patient engagement and business performance.

“*Clinical+ gives us a consistent, proactive way to recognize patient opportunities and support them with education, reminders, or OTC products they might need. It's also helped us recognize how extra patient engagement can contribute to meaningful revenue across our locations.*”

Tara Johnson, Director of Operations & Compliance Officer, Lakeland Pharmacy

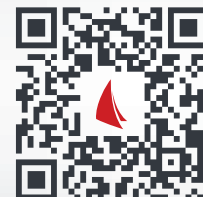
Results

Over a few months, five Lakeland Pharmacy locations used Clinical+ programs to translate patient engagement into measurable supplemental revenue. Together, those locations generated at least **\$4k** tied to Clinical+ programs.

- ✓ 5 Lakeland Pharmacy locations recorded 2,137 successful OTC interventions
- ✓ Each intervention offers an opportunity to educate patients and can translate into an OTC sale
- ✓ Additionally, credits for sharing other Clinical+ patient education contributed an extra \$1,945

Outcomes show that making use of in-workflow prompts for patient engagement is creating real business impact.

Learn More



redsailtechnologies.com/clinical-plus
RASPharmacyConsultants@redsailtechnologies.com