



Designed to Help Pharmacies Manage Cash Transactions



Success Story

Cheek & Scott Pharmacy

cheekandscott.com

Need

Formed in 1965 to serve residents of Suwannee County, Florida, Cheek & Scott has expanded to bring "joy, hope, faith, and healing" to many counties throughout North Florida. As co-owner of three locations and a medical equipment division, CEO Joseph Chamberlain, PharmD, knows the importance of competitive drug prices. But the tedious process of maintaining cash pricing tables was daunting.

Says Joseph, "We have a membership-based discount program for those who don't have insurance, but it is tedious to set up and is unnecessary for single prescriptions that aren't covered by insurance or new patients who may have an insurance card they present at pickup. We also wanted to improve pricing consistency and reduce the need for manual pricing adjustments."

Solution

Joseph enrolled all three of his pharmacies in the RedSail RxCash+ program. What he likes most is his ability to let the algorithm maintain his cash pricing, and he regularly reviews results through the program's powerful dashboards. He appreciates that the program gives him access to a dedicated pharmacist consultant to optimize success, and gives his patients access to copay assistance opportunities.

Chamberlain also takes advantage of the program's flexibility. He's chosen to set backup cash pricing tables for any rare instances where a drug NDC falls outside the program's algorithm, and he sometimes overrides recommended prices to acclimate the changes for patients. RedSail RxCash+ has relieved the pricing burden and resulted in additional captured revenue above the pharmacy's membership-based discount program.

CEO Joseph Chamberlain, PharmD

"This program has been a game changer. It takes less than a day to get it all set up and manages our pricing perfectly. We are capturing more revenue from these cash transactions and regaining more time for our staff throughout the day. A big thank you to the RedSail team for offering this amazing service."



+5-10% gross margin for cash claims



+\$2-4k per month revenue for cash claims



Reduced administrative burden



Very happy managers, staff, and owners

Reference customers are compensated by RedSail for sharing time/opinions.



How can RedSail help your pharmacy?



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