

# Success Story

## Florence Pharmacy Florence, MT

florencepharmacy.com

### Need

Paul Brand, PharmD, of Florence Pharmacy in Montana, was worried – that he wasn't charging enough for his cash-paying patients, that he didn't know a good way to make sure his prices were competitive, that he was leaving money on the table.

*"Prices are going up in all sectors right now, the grocery store, the gas pumps. I had to finally realize that as drug prices rise and our expenses rise, I was going to have to increase prices,"* Paul said.

He began looking for solutions, among them RedSail RxCash+. After comparing it to options like a local card, he decided to give it a try. Paul's hesitancy that the program's algorithms would increase his prices too much was relieved by knowing suggested pricing can be tailored to his pharmacy's location and gross margin goals and reduced if needed.

### Solution

Upon go-live, Paul did find some suggested prices were higher than he wanted. He was able to work with his dedicated consultant to automate some of his individual, specific pricing needs. *"The Cash program is just what we need to increase our revenue during these tough (double DIR) months,"* Paul said.

Overall, he agrees with most of the suggested pricing, likes the simplicity of the program, and is happy that he's seeing a return on investment. A few months in, he says the need for adjustments is much less and he appreciates all the support he's received navigating setup.



### Paul Brand, PharmD

*"RedSail's program helped me raise these prescriptions to reasonable, competitive prices. My customers are happy, I'm happy. I would recommend the program to other independents."*



### Results



At the 2.5-month mark, Paul has made more than **\$5,000** in extra revenue after program fees.

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



How can RedSail help your pharmacy?