# RxCash+

**Designed to Help Pharmacies Manage Cash Transactions**

# Success Story

**Lenox Pharmacy, Kingsley, PA**

lenox-pharmacy.com

## Need

W. Scott Muller, RPh, knows that unnecessary work can take away from patient care. One example is the red tape around vaccines for uninsured patients. Another: the effort Scott was making to stay on top of pricing for these cash-paying customers.

Treating patients with respect is part of Lenox Pharmacy's mission statement, and since Scott has had the RedSail RxCash+ program in place, it has allowed him to focus on taking care of his community in other ways. *"I have been working on getting free Covid vaccines for the uninsured the last couple of weeks,"* he shared.

## Solution

Lenox Pharmacy was among the first to try the automated pricing algorithms and recommendations of RedSail RxCash+. The program also gives their cash-pay patients access to copay assistance opportunities. But don't think Scott just set it and forgot it – at least not initially. He kept a close eye on the effect of new recommended prices on patients. Results have supported trying an easier way.

### W. Scott Muller, RPh

*"I can say I'm glad I gave the RxCash+ program a try. Our pharmacy is seeing results from leveraging the program's data analysis to make sure our cash pricing is competitive, and that it stays that way, considering all the fluctuations constantly happening. The program is alleviating a significant workload for me and bringing real returns."*
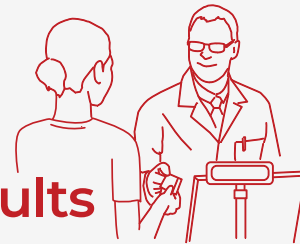
## Results

**3-4**
hours saved per week

**$500+**
per month revenue gain

*"The program has shown us how to be more competitive in our marketplace, actually increasing our profits on many items."*

**How can RedSail help your pharmacy?**

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