



Designed to Help Pharmacies Manage Cash Transactions



Success Story

Mint Hill Pharmacy

minthillpharmacy.com

Need

Owners and employees of Mint Hill Pharmacy in North Carolina have served the communities of Mint Hill, Charlotte, Matthews, and Indian Trail since 2017, living alongside their patients and enjoying all the area has to offer. The team prides itself on offering personalized healthcare. Their Chronic Care and Education Clinic provides patient assessments and educates on diagnoses, treatments, and medications – plus providers receive condition reports and recommendations so each patient gets consistent and comprehensive care. And don't forget the Mint Hill Pharmacy Kids Antibiotic Club! Children who complete their whole prescription course get their pick from a treasure chest of toys.

But as an independent pharmacy, Mint Hill faces the ongoing challenge of maintaining profitability despite poor reimbursement from PBMs. For customers not using insurance, a common battle to overcome is their growing reliance on discount cards available in the marketplace. Mint Hill needed a solution for the time involved in explaining the issues around discount cards, the less-desirable rates associated with their use, and the uncertainty around whether the pharmacy's manual cash pricing was underselling the prescription.

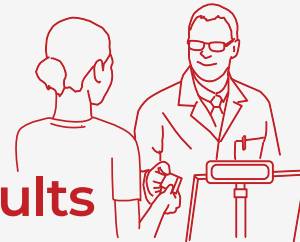
"We needed a better way to help us ensure consistent, competitive pricing for cash-pay transactions," said James Bowman, PharmD and owner.

Solution

Mint Hill Pharmacy enrolled in RxCash+ in Fall 2023 and found that the program simplified the process and provided reassurance that they're getting the best reimbursement possible. It's created more revenue for their pharmacy, an almost immediate uptick of about \$2,000 per month. The team appreciates how the program's data-driven, customizable algorithm has significantly reduced stress over cash pricing, freeing them for the patient care and education they love.

James Bowman PharmD, Owner

"If you're trying to manually price your drugs, usually off cost, or peg your price to a market analysis tool, you are leaving money on the table."



Results



At the 8.5-month mark, Mint Hill Pharmacy has made more than **\$11,300** in extra revenue after program fees.

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



How can RedSail help your pharmacy?



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