

# Success Story

## Hometown Pharmacy

hometownpharmacyrx.com

### Need

Hometown Pharmacy, headquartered in Rio, WI, is a collection of over 50 independently owned and operated pharmacies in small-town communities across Wisconsin and upper Michigan. Focused on empowering and educating patients, the pharmacy chain stays busy serving a wealth of healthcare needs: compounding, vaccines, long-acting injectables, medication reviews, mail order, delivery, health tests, wellness programs, and long-term care solutions.

But the pharmacy also had challenges to workflow consistency and data visibility that can be part of multi-location pharmacy. Competitive, data-based cash pricing across locations had emerged as a pressing need. Price discrepancies risked pharmacy revenue loss and patient churn. Without transparent, intuitive reporting mechanisms, the management team struggled to assess cash pricing performance.

### Solution

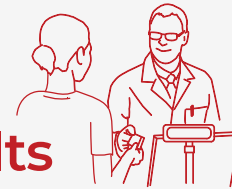
Enrolling in RxCash+ provided a robust solution to cash pricing for Hometown Pharmacy. Key to their decision was the ease of enrollment for their many locations. RedSail consultants took the lead in program training, bringing on 50 stores simultaneously and coaching Hometown employees on essential skills for effective use of the program.

The Hometown team is also happy with the regularly updated pricing algorithms that ensure consistent, appropriate cash pricing at their stores. RxCash+ dashboards and reporting metrics help the management team keep track at a high level and offer full visibility across locations, reassuring the team about program effectiveness and aiding business decision-making.

### Staci Rush

Member of the pharmacy leadership team for clinical services

*"Enrolling our 50+ locations in RedSail's RxCash+ program was remarkably seamless. Not only have we achieved competitive cash pricing across all our stores, but the program's dashboards and reporting have provided management with invaluable insights on program effectiveness and allowed us to make more informed business decisions. We are seeing tangible returns that amply justify our participation."*



### Results

**Company-wide impact to date (~5 months live) \$43K net revenue (incremental)**

- + Ease of implementation and streamlined workflow
- + Pharmacy staff training provided by RedSail clinical pharmacy consultants
- + Consolidated reporting for organizational-level viewing, inclusive of override monitoring and compliance metrics
- + Subscription model user

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



How can RedSail help your pharmacy?