

SUCCESS STORY HOMETOWN PHARMACY

hometownpharmacyrx.com

Need

Hometown Pharmacy is a network of over 50 independent pharmacies serving small-town communities across Wisconsin and Upper Michigan. With a strong focus on patient education and empowerment, the chain provides services like compounding, long-acting injectables, mail order, wellness programs, and long-term care solutions. However, the pharmacy faced challenges maintaining workflow consistency and data visibility across locations. Price discrepancies threatened revenue and patient retention, and without clear reporting, assessing cash pricing performance was difficult.

Solution

Enrolling in RxCash+ proved to be an effective solution for Hometown Pharmacy. During onboarding, RedSail Pharmacist Coaches trained 50 stores simultaneously to ensure consistent pricing across all locations. RxCash+ dashboards and reporting tools give management full visibility to monitor progress and support better decision making. The Hometown team is also happy with the regularly updated pricing algorithms that ensure consistent, appropriate cash pricing at their stores.

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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.



Staci Rush, Member
of the pharmacy leadership
team for clinical services

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Results

- ✓ Consolidated reporting for organizational-level viewing, inclusive of override monitoring and compliance metrics
- ✓ Ease of implementation and streamlined workflow
- ✓ In just 18 months, Hometown has seen a total revenue uplift of \$562k

HOW CAN REDSAIL HELP YOUR PHARMACY?



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