

Success Story 2

Bremo Long-Term Care Pharmacy

bremorx.com/ltc

Need

What does it take to address each person's total and unique healthcare needs? With that mission for their business, Richmond, VA's Bremo Pharmacy found that it meant following the patient journey into assisted living, group homes, and intermediate care. Bremo recognized the growing demand for specialized medication management for these patients, and it stepped into the gap with synchronized monthly refills, labeled medication packaging, and LTC staff training programs.

This also meant that Bremo Pharmacy needed a way to manage the complexities of cash pricing large volumes of medications for facilities with varying patient needs. It was challenging to offer consistent and affordable cash prices for LTC patients with differing insurance coverage and needs.

Solution

In 2024, Bremo Pharmacy took a significant step forward in optimizing their long-term care (LTC) operations by enrolling in RxCash+, RedSail Technologies' data-driven cash pricing program. This eliminated the guesswork and strain of manual cash pricing, streamlining the process for both the pharmacy and its patients, regardless of insurance status. For Bremo, RxCash+ ensured that patients had access to affordable medications while allowing the pharmacy to maintain fair, sustainable pricing.

"RedSail worked closely with us. They understood our unique challenges in the LTC space and used our feedback to tailor a solution that works for us."

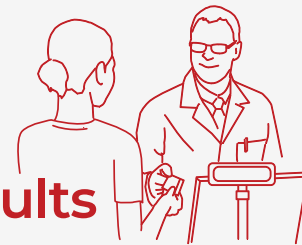
- Leighton Mascari, PharmD, Bremo Clinical Pharmacist

RxCash+ became an essential asset in Bremo's commitment to providing high-quality care to its LTC patients while preserving financial stability for the pharmacy.



"Maintaining accurate cash pricing while balancing third-party contracts and reimbursement models can be really labor-intensive. RxCash+ helped take that burden off us, and it more than made up for the cost. RxCash+ uses data that we simply don't have time to keep updated, and it keeps prices fair for our patients."

**Leighton Mascari
PharmD**

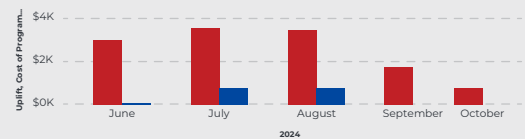


Results

In its first several months, Bremo Pharmacy made almost \$10k in extra revenue.

Uplift, Cost of Program

● Uplift ● Cost of Program



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



How can RedSail help your pharmacy?

