

# Success Story

## Marcrom's Pharmacy

marcromspharmacy.com

### Need

For over four decades, Marcrom's Pharmacy has been a staple of Manchester, TN, an independent pharmacy founded on the genuine principle of helping their community with excellent patient care. This commitment, along with their devoted employees and focus on keeping pace with pharmacy technology, leads them to continually introduce supportive services. From immunizations to personalized medication counseling, Marcrom's evolves as they realize needs in their community.

That meant addressing the rising number of patients struggling with prescription costs without adequate insurance coverage. The Marcrom's team wanted a reliable way to offer fair but sustainable cash prices – one that saved them the time sink of keeping manual pricing continually updated. They tried another cash-pricing program but found it lacking.

### Solution

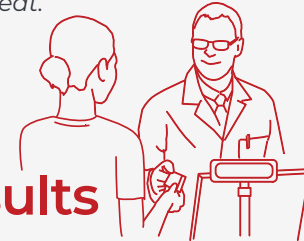
Interested in the breadth of drugs covered by RxCash+ pricing, along with its rich customization potential, Marcrom's decided to give the program a try. **"Prior to getting on board with RxCash+, we were actually working with a competitor, and it didn't go very well. It required much more work to maintain,"** said Robbie Monahan, PharmD. **"With the 90% coverage of this program, very rarely have I run into anything it doesn't price. That happened very frequently with the competitor. So many of our pricing tables were based on really old data, like the old \$4 list we were trying to compete with back when I was in pharmacy school. When the competitor didn't work, it defaulted back to that old data."**

Marcrom's worked with their RedSail pharmacist coach to tailor the suggested pricing algorithms to their store's identity and comfort level. The depth and breadth of pricing the RxCash+ program now provides has given the pharmacy team back valuable time they are using for patients.



**Robbie Monahan**  
PharmD

*"I know there's folks that the last thing you want to give anybody control over is your pricing. But the cool thing that we've been able to see is, it's helped us – it hasn't hurt us. What it's done is any time that we would have been spending on pricing, we're able to spend that time with patients. We're able to spend that with our staff and rolling out new initiatives that are even further driving revenue. So yeah, it's been great."*



### Results



More than \$10k in additional revenue after program fees

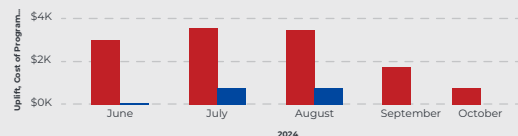


More pricing coverage and less upkeep than a cash-pricing competitor



More pharmacy control and customization options

**Uplift, Cost of Program**  
● Uplift ● Cost of Program



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



How can RedSail help your pharmacy?

