

SUCCESS STORY MARCROM'S PHARMACY

marcromspharmacy.com

Need

For over 40 years, Marcrom's Pharmacy has been a trusted part of the Manchester, TN community, built on a commitment to excellent care and ongoing innovation. As more patients struggled to afford medications without adequate insurance, the team needed a reliable way to offer fair, sustainable cash prices. Manual updates were time-consuming, and a previous pricing program lacked the robust coverage they needed to support their patient base effectively.

Solution

Marcrom's turned to RxCash+ for its broad drug coverage and easy customization. "With the 90% coverage of this program, very rarely have I run into anything it doesn't price," said Robbie Monahan, PharmD. Marcrom's worked with their RedSail pharmacist coach to tailor the suggested pricing algorithms to fit their needs. Now, they save time and focus more on patient care—with excellent returns

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*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**.*



Robbie Monahan,
PharmD

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Results

- ✓ In the first 11 months on the program, Marcrom's saw a revenue uplift of \$14k
- ✓ More pricing coverage and less upkeep than a cash-pricing competitor
- ✓ More pharmacy control and customization options

HOW CAN REDSAIL HELP YOUR PHARMACY?



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