PharmaSolutions™

RedSail TECHNOLOGIES

SCRIPT LIFT WITH STAYING POWER

The last stop in point of care (POC) is the pharmacy, where the Rx is actually dispensed. RedSail Technologies offers comprehensive engagement solutions for this vital touchpoint, equipping pharma marketers to sustain patient momentum using customizable, data-rich programs.

Education & Adherence Campaigns

Serve patients timely messages via text, email, app, or in-person via the pharmacist. Combine patient campaigns with in-flow pharmacist alerts, which use data to identify opportunities for interventions like vaccinations or refills for lapsed patients.

Simplified Affordability Programs

Further support patients with automated vouchers and denial conversions. Inject copay assistance based on payer response and include your own patient messaging via SMS, email, app, etc.

Unfiltered Data

Build and monitor campaigns using RedSail's exclusive owned data, a combination of patient, location, and claim information not available with point-solution vendors.

ADDITIONAL **BENEFITS**

Clinical+ Engagement Platform

Drive your real-time patient outreach via their preferred channel, using an advanced, pharmacy-integrated platform

Smarter Omnichannel Approach

Optimize your message across texts, emails, print, patient portals, and the pharmacist's software

Proprietary Pharmacy Switch

Experience tightly integrated, data-enriching programs made possible by PowerLine, our pharmacy switch (aka claims engine)

Customized Programs

Design highly targeted campaigns with multiple, flexible touchpoints throughout the patient journey and drug lifecycle

In-Workflow Impact

Create a seamless engagement approach by supporting pharmacists in-workflow and reaching patients at the counter

Clinical Pharmacist Coaches

Get 1:1 support and program improvement recommendations from our in-house team of pharmacists

WHY INDEPENDENT PHARMACY?

RedSail provides a single point of access to a market that may be missing from your current engagement efforts.

✔ Most visited point of care

✔ Supporting underserved populations and operating in pharmacy deserts

✔ Make up 35% of the pharmacy industry, outnumbering any single pharmacy chain

✔ Highly trusted by patients and their local communities

Why RedSail?

12,000+ Independent pharmacies

10+ million unique patient check-ins per month

Up to 30% recovery of lapsed patients

LEARN MORE

redsailtechnologies.com/pharma

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