



## SUCCESS STORY GAUGHN'S DRUG STORE

gaughns.com

### Need

Since 1917, Gaughn's Drug Store has proudly served their neighbors in the Warren, Pennsylvania community. Gaughn's aims to create lasting relationships with their largely elderly clientele and have them visit the store not because they must, but because they want to. In 2024, Owner Scott Newton noticed the store was filling a significant amount of cash prescriptions, but prices weren't consistent because staff were using different NPCs and manual pricing methods. As a result, the pharmacy was losing money on these prescriptions.

### Solution

Gaughn's evaluated several options in the market like vouchers and wholesaler discounts but ultimately chose RxCash+ for two main reasons: the integration with PioneerRx and its customization options. "I did have my doubts when we took on the program, because we have tried similar programs in the past, and they really had not been successful. But I was pleasantly surprised with how smooth it went...and it's been going very well," said Newton. He added, "The biggest thing we noticed was consistency; it made our lives easier from that standpoint. But then Nicole [Clinical Coach] was showing us the numbers behind it and we're like wow, that's great!" RxCash+ has brought standardization to Gaughn's cash pricing strategy, while giving time back to the staff to focus on patient care.

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***The biggest thing we noticed is the consistency and it made our lives easier, but then the numbers (ROI impact) behind it are great too.***



Scott Newton,  
PharmD

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### Results

- ✓ \$1.7K average monthly revenue uplift
- ✓ Custom pricing strategies with fair pass-throughs to the patient
- ✓ Regular strategy sessions with dedicated Clinical Coach

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