

## 3 Business Intelligence Strategies for Pharmacies

Pharmacists use business intelligence to turn their pharmacy data into useful insights. But where should you start? How should you use it? Here are 3 ways to use business intelligence to improve both medication adherence and profitability in your pharmacy:



### Target Late or Missed Refills

Break down when your patients are filling their prescriptions. Are they filling them on time? Late? Not at all? Schedule reminder calls for late fillers to improve adherence and get more fills per year.



### Identify Drugs Sold at a Loss

Should you make recommendations to the physician on a different drug to prescribe? Should you try to make up the difference with other products? It's your choice. But you need the information first.



### Zero In On Missing Patients

Identify patients who have missed multiple refills and give them a call. Whether you need to win back their business or get them back on their medication plan, the personal outreach will give a boost to your case.

## Recognizing Opportunities

Business intelligence can help you utilize your pharmacy data and turn it into insight. From there, it's up to you to take that insight and turn it into action. Remember, anything you do as a result of data insights is something you wouldn't have done before.

[LEARN MORE ABOUT MYDATAMART](#)