EnlivenHealth®
an Omnicell Innovation

Southland Pharmacy
Located In Manchester, TN

A $70,000 revenue increase in less than three months sounds too good to be true for an independent pharmacy. But for Robbie Monahan, PharmD and the staff of Southland Pharmacy, it was as simple as reading a report.

As an American Pharmacies member, the team at Southland Pharmacy used analytics platform RxCompass — powered by EnlivenHealth's MyDataMart — to identify missing prescription refills, then prioritize them by both profitability and lowest out-of-pocket cost to the patient. Calling patients about those missing refills not only increased their store profitability, but also brought many patients back into adherence.

"Can you find anything else that you're doing in your pharmacy that will make you $22 a minute? I'm not going to hold my breath and wait."

Robbie Monahan, PharmD

Challenge

- Stay profitable in the face of declining reimbursements and a general economic downturn
- Improve medication adherence across their patient community

Use Case

- Insights targeting patients with 2 or more missing refills
- Insights targeting patients highest profitability or with $0 (or low) copays

Outcomes

$70k revenue increase in 12 weeks
544 fills added with 187 calls placed
$30 avg. gross profit per call placed
$22/1.5 fills gained per minute worked

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