Pharmacy 575
Hobbs, NM

When they opened their doors in the middle of the COVID-19 pandemic, Pharmacy 575 quickly established themselves as the immunization headquarters of their community, providing up to 120 COVID vaccinations per day. But to transform that momentum into long-term growth, they turned to Amplicare Clinical Solution from EnlivenHealth.

Using the data from their COVID vaccination program, they referenced the state registry to see what other immunizations those patients were missing. After that, the technicians started calling. By reaching out to their own patients as well as expanding their immunization program into nursing homes and other businesses, Pharmacy 575 saw significant, steady revenue growth.

"We try to do outreach and help people that need help," said Mark Poling, PharmD, pharmacist for Pharmacy 575. "We try to focus on the patient and their needs, and then success comes from that."

"We were doing about 150 shingles and pneumococcal vaccines a year. Now that we're using [Amplicare Clinical Solution], we are doing over 500 vaccines [annually]. It's helped us push forward in a very positive way."

Laura Duran, CPhT
Pharmacy Technician, Pharmacy 575

enlivenhealth.co

Challenge

- Differentiate themselves from big box stores in the community
- Build and maintain a viable immunization business outside of COVID vaccines

Use Case

- Identify vaccine candidates using pharmacy data and recommend vaccines based on state registry data

Outcomes

- **2.4x growth** in immunization profits
- **230% increase** in number of vaccines administered
- **Significant increase in prescription revenue** due to expanding immunization clinics into nursing homes and other large businesses