

Successful pharmacies rely on RMS



Mobile pharmacy transaction system drives efficiency and volume at Kentucky independent

Sav-Rite Family Pharmacy in Corbin, Kentucky, may be the ultimate proving ground for pharmacy drive-through technologies. The store averages 900 to 1,000 prescriptions a day. Co-owner Warren Gardner, PharmD., sought to find the “killer app” for multiple drive-through lanes. He found his solution to be EvolutionPOS, the only pharmacy-proven mobile point-of-sale solution.

“We have four lanes of drive-through service, with four windows, and they can be backed up four cars deep,” says Gardner.

“Customer service and speed are the keys to our success,” he explains. “People expect their prescriptions on the fast-food service model, so we do everything we can to fulfill their expectations.”

Mobile handhelds save time, ensure accuracy

The mobile and wireless EvolutionPOS point-of-sale units are proving to be a panacea for the drive-up volume. “We simply hand them out the window to the customer for a stylus signature on the touch screen,” he says. “That electronic signature capture fulfills the payment process, as well as all transaction documentation and audit requirements.”

The transaction goes through immediately, and all the documentation takes place in real time, stored in the store’s own secure server and backup systems.

Shopped systems to meet specific criteria

“When we began remodeling this store last year, we were shopping for a replacement POS system that would be robust enough to sustain the next volume levels,” recalls Gardner. “The mobile solution from Retail Management Solutions (RMS) is what made the difference.”

As a result, the store today uses four RMS countertop POS stations, plus four EvolutionPOS mobile units at the drive-throughs. Because both the traditional registers and the mobile registers are running on the same RMS software platform, this provides a singular solution that communicates real-time with the store’s Rx30 pharmacy management system.

Extreme competition drives business model

Sav-Rite’s community has no shortage of aggressive competition. “We’ve got it all – Walgreens up the street, CVS, Rite-Aid, two Krogers, a K-Mart and at least six other independent pharmacies, one of which recently opened 200 yards away,” says Gardner. These all serve a three-county population around 40,000.

The store doesn’t emphasize front-end merchandise. As Gardner puts it, “That’s the part the Walmarts have ruined.” But even at a volume of several hundred dollars a day, the RMS POS system makes reordering a breeze.

Customer service in a mobile transaction environment

At least three key capabilities have earned EvolutionPOS an ongoing role at Sav-Rite. According to Gardner, they are:

- Additional Prescriptions is a feature that automatically flags whether a customer has additional prescriptions to pick up and where those items are to be found. “With our volume, customers may call in three days in a row, three days of prescriptions. They may send a family member to the drive-through to pick up one item. Rather than having that family phone us angry, it’s great that this system tells our techs ‘hey, you’ve got more, find them here.’”

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continued other side

Sav-Rite Family Pharmacy

Customer Solution Case Study

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- Customer Accounts are another advantage. “A/R was a disaster at this store, based on paper charge slips. Now it’s all right there, electronically, at our fingertips. Monthly billing is an efficient, accurate process.”
- Employee Security has resulted in faster problem solving for customers. “Every employee has to log in before doing anything. We know exactly who did a transaction and can track down and resolve problems. It’s a relief to employees to know we can do that immediately.”

Additional features

Additional features serving Sav-Rite well include the audit simplification provided by electronic signature capture. Verifying prescription status for customers by phone is also a boon, for example, “That was picked up five minutes ago by your wife.”

Collecting and documenting identification for controlled substances is also an advantage, a process that previously relied upon a paper log. “When customers know you’re collecting an ID, it dramatically reduces the likelihood of someone else claiming a prescription,” Gardner says.

Gardner is eager to implement the 3G cellular version of EvolutionPOS. “It will take us all the way to home delivery, using the same procedures and signature capture currently in our drive-throughs. And it will broaden our ability to give those drive-through customers the ultimate service, walking the prescription and transaction to them while they are waiting in line.”

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