

Lakeland Pharmacy Increases Incremental Revenue by Targeting Data-Driven Opportunities within Their PMS

Dan Priest, Director of Pharmacy for Lakeland Pharmacy, needed to boost prescription revenue to keep up with big box retailers and chain pharmacies in the area. His pharmacy management system, however, severely limited what he could learn from his pharmacy data. After he implemented MyDataMart, he used the solution's insights and suggested actions to increase store profits by an average of \$6,600 per month.

After implementing MyDataMart in just one store, the solution

paid for itself in less than one month

Data insights led to an

average profit gain of \$6.6K per month

Over 10 months, MyDataMart generated a

2,665% ROI and climbing

A dedicated team member increased revenue up to

\$180 per hour

worked by following up with patients on missing refills

Pressure From All Sides

Like so many community pharmacies, Lakeland Pharmacy shifted their business strategy during the COVID-19 pandemic, selling over 72,000 masks and even partnering with a distillery to produce hand sanitizer when commercial supplies ran low. But even with that shift, the pharmacy still faced pressure to keep the prescription side of their business up, especially with increasing competition from big-box retailers, chain pharmacies, and online suppliers.

Dan Priest, Director of Pharmacy for Lakeland Pharmacy, was willing to think outside the box to get his stores' prescription revenue up. He hoped to find the answer by studying pharmacy transactions. However, he was hampered by the limited metrics of his pharmacy management system.

To overcome the information barrier, Priest knew he needed a better way to look into his pharmacy data. But how would he do it?

Enter MyDataMart

After comparing different vendors, Lakeland Pharmacy chose MyDataMart by EnlivenHealth® as its pharmacy intelligence solution. Not only could it identify hidden patient and profit opportunities within Lakeland Pharmacy's data, it could also help prioritize those opportunities to make better use of the pharmacy staff's time.

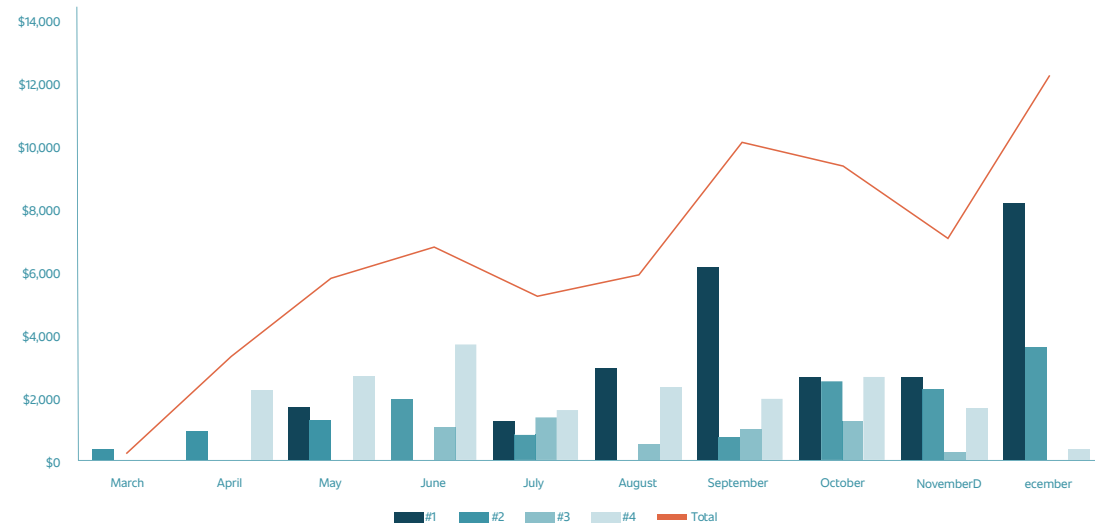
MyDataMart provides a suite of easily digestible daily, weekly, and monthly reports on key metrics like missing refills, missing patients, drugs sold at a loss, and questionable or open claims. Among the solution's most appealing features for Lakeland Pharmacy was its Missing Refills Queue.

The Missing Refills Queue compiles a running list of patients who are due for a prescription refill and, for whatever reason, didn't fill it. The details in that queue allow pharmacy staff to prioritize patient calls based on how profitable the fills will be for the pharmacy. This guarantees the highest ROI for the amount of time spent working the queue.

MyDataMart integrates with nearly all major pharmacy management systems, and EnlivenHealth's business solutions team provides training and continuing support.

Higher Profits & Innovative Outreach

Since going live with MyDataMart, Lakeland Pharmacy has seen incredible results by targeting missed refill opportunities. Profits rose steadily month over month with only occasional dips. In December 2021 alone, prescription refill insights from the platform generated \$8,000 in additional profit for the pharmacy.



To make the most of these opportunities without overburdening his existing staff, Priest enlisted the help of a retired telemarketer who had been working for the pharmacy part-time as a patient advocate. Using her great phone presence and strong community relationships, she began following up with patients about their missing refills. Armed with insights from MyDataMart, she has proven invaluable to the team, increasing revenue by up to \$180 per hour worked without burdening existing staff.

Because the solution is intuitive, training requires only about 15 minutes per user. Even the patient advocate, who had no prior training as a pharmacy technician, has become an efficient user — enabling pharmacy techs to spend more time on patient-facing activities.

“It’s pretty simple to work the list,” said Priest. “The nice thing about it is, if you work it within the parameters laid out by the program, all of a sudden you can see an ROI.”

But, as simple as it is to learn, that doesn’t mean MyDataMart users are given some swimming tips and then tossed into the deep end. Priest and his team have a superstar business solutions consultant in the form of EnlivenHealth’s Kristina Kent, a former pharmacy technician who coaches new users and helps them get the most out of MyDataMart. This isn’t just training; this is a relationship that will last as long as Lakeland Pharmacy is an EnlivenHealth client.

“I call Kristina and say, ‘Here’s what I want.’ Then she says, ‘Here, this is how you do it. Would you like me to set this [report] up as an email for you? How often would you like to see this?’ If there was ever somebody that was accommodating, she is,” said Priest.

With the help of MyDataMart, Lakeland Pharmacy has grown its reputation and name recognition throughout the Southwest Missouri community. Additionally, patient engagement and retention has improved; patients like the personal attention that comes with having someone from their pharmacy check in to ensure they are taking their medications as prescribed and not experiencing any serious health issues.

Finally, with MyDataMart’s reporting insights, Lakeland Pharmacy has gained more precise visibility into financial performance across all stores, encouraging friendly competition among staff from different stores that could lead to higher revenue.

“Because the solution is intuitive, training requires only about 15 minutes per user”

What Comes Next?

EnlivenHealth® continues to support Lakeland Pharmacy as they sharpen their use of insights generated through MyDataMart's reporting suite to prioritize patient outreach, improve medication adherence, boost performance ratings, drive better patient outcomes, and increase pharmacy profitability.

EnlivenHealth®
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Formerly **FDSAMPLICARE**

FDS Amplicare strengthens the health of pharmacies and their patients. Through the delivery of innovative software products and services, we enable the evolution of the clinically focused New Era Pharmacy, empowering our clients to provide comprehensive pharmacy and clinical care services for their communities. FDS Amplicare was recently acquired by Omnicell, Inc. (Nasdaq: OMCL), a leading provider of medication management solutions and adherence tools for healthcare systems and pharmacies. FDS Amplicare is now part of EnlivenHealth™, the Omnicell division that builds digital technology solutions for retail pharmacies and health plans. You can learn more about FDS Amplicare at FDSamplicare.com.

About Lakeland Pharmacy

Established as a single location in 1998, Lakeland Pharmacy currently operates four stores throughout Southwest Missouri. The pharmacy provides over-the-counter and prescription medications, as well as compounding services and home medical equipment for the surrounding community.