



Value Drug Company Duncansville, PA

Headquartered in Pennsylvania, Value Drug Company is a pharmacy wholesaler and cooperative consisting of more than 600 independent pharmacies across the country. Being a co-op of independent pharmacies, its members faced the same problems many community pharmacies do: shrinking reimbursements, narrow profit margins, and zero time to analyze pharmacy data and make better business decisions.

In May 2023, the cooperative started a pilot program with EnlivenHealth® MyDataMart at five Pennsylvania-based pharmacy locations. At the end of 90 days, the results spoke for themselves. The pilot pharmacies saw an average profit increase of \$3,795.75 over the pilot period, with the top pharmacy gaining nearly \$14,000 in profits. All stores in the pilot program saw an increase in prescription count, sales, and gross profit margins. In some cases, the return on investment was nearly 15 to 1. That's a lot of money to reinvest in the business.

"Since starting MyDataMart, I have seen a marked improvement in revenue per script. We even identified a prescription selling at a loss that, when we changed the DAW, revenue went up by \$1,000."

Karen Veith, RPh
Pharmacist & Pharmacy Manager, Primary Care Pharmacy

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Challenge

- Low reimbursements and PBM fees resulting in razor-thin margins
- Little time to analyze critical data to make business decisions
- No easy way to aggregate data or benchmark performance across multiple locations

Use Case

- Sold at a Loss Reporting: Identify medication reversal and rebill opportunities
- Missing Refill Opportunity Queues: Flag overdue refills for patient outreach

Outcomes

- **\$1,620** avg. monthly profit gain across pilot stores
- **\$25k** monthly revenue gain in top-performing store
- **59** fills gained per month on average per pilot store