



## \$1.5 Million Pipeline in 15 Days

The Pharmacy Hub, founded in 2022 and headquartered in Miami, Florida, is a tech-enabled pharmacy fulfillment center supporting telehealth companies, pharmaceutical brands, clinics, and healthcare providers across the United States. Their platform is designed to help digital healthcare organizations scale rapidly by offering turnkey prescription fulfillment services.

The Pharmacy Hub provides FDA-approved medications, non-sterile compounded formulations, refrigerated shipments, and white-label packaging—all supported by proprietary software and intelligent automation.

**Their facility includes USP 795/800 cleanrooms, seamless API integration capabilities, and real-time shipment tracking, with the capacity to fulfill up to 15,000 prescriptions daily.**

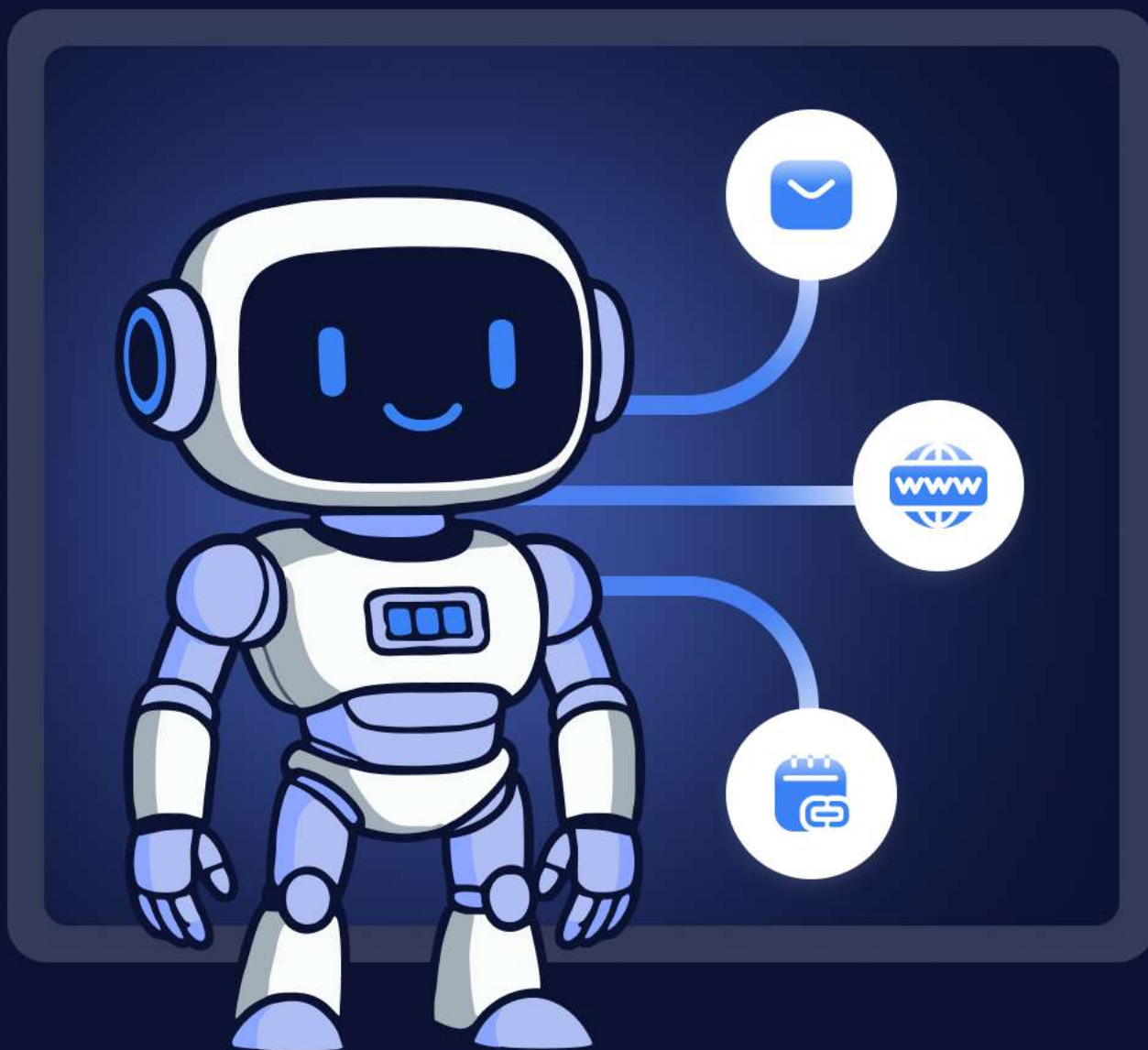
With a mission to "Break healthcare barriers," the company enables provider differentiation through custom formulations and offers cost efficiencies via flat-fee, volume-based pricing. By removing operational, clinical, and financial friction, The Pharmacy Hub helps healthcare companies increase speed-to-market and reduce costs.



# Campaign Objective

The objective of the outreach campaign was to generate  
**qualified discovery calls with healthcare and telehealth companies**  
in need of scalable pharmacy fulfillment services.

## AI Robot & Resources



We setup our automated AI salesperson with

- **50 outbound sending inboxes**
- **10 sending domains**
- **and a calendar link**

to booking appointments with.

## AI Salesperson Results



**4,171**

First-Time Contacts



**4,079**

Follow-Ups



**68**

Replies Received



**2.2%**

Reply Rate



**12**

Appointments Booked



# Campaign Performance

**Visual breakdown of total emails sent, reply rate, and opportunities** with potential to convert into booked appointments—highlighting key engagement metrics and outreach efficiency.



# Pricing Breakdown

The Pharmacy Hub uses a custom, volume-based pricing model tailored to each client. Pricing depends on factors such as

- ✓

Per-prescription fulfillment fees
- ✓

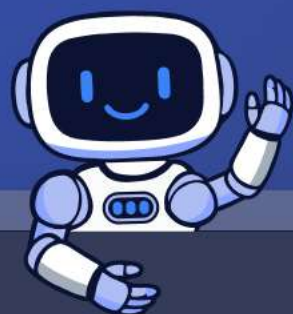
Compound formulation costs
- ✓

White-label packaging
- ✓

Software/API integration
- ✓

Refrigerated or specialized shipping logistics





Scenario A  
Even Split

Scenario B  
Mid-Tier Weighted

Scenario C  
All High-Ticket

PROJECTED CLOSE VOLUE

2

1

3

AVG. CLIENT VALUE

\$500,000

\$500,000

\$500,000

PIPELINE GENERATED

\$1,000,000

\$500,000




\$1,500,000


## Key Insights

- ✓ **12 qualified sales demos** booked within **two weeks**
- ✓ **8,250 direct outreach soliciations sent** with while avoiding spam detection.
- ✓ **Volume-based pricing** enabled tailored client messaging.
- ✓ Achieved **2.2% reply rate** from targeted health-tech audience.
- ✓ **\$500K–\$1.5M in opportunity generated** via cold prospecting with AI.



# AI Sales Bot Conversations

The following screenshots showcase how our AI Sales Rep engages in **real email**  **conversations with a natural, human-like tone** . It not only responds promptly and professionally but also **handles objections with empathy, overcomes hesitation with clarity, and** consistently guides prospects **toward booking meetings** . From follow-up nudges to detailed replies, these interactions demonstrate the AI's ability to build trust, maintain context, and convert interest into scheduled appointments—all without sounding robotic.




doug@mypharmacyhub.co

to ddahlke ▾

Fri, May 23, 8:14 AM

☆ ↶ ⋮

Thank you for confirming, DeVon! Looking forward to discussing how we can enhance Sterling's telehealth operations on Tuesday. If there's anything specific you'd like to cover or any preliminary questions, feel free to let me know.



DeVon Dahlke <ddahlke@sterlingm.net>


to me ▾

Fri, May 23, 8:30 AM

☆ ↶ ⋮

I'd like to know about med kit options. Meaning we would like our patients in rural areas (and wherever) to be able to have a kit of meds dispensed to them. they will use our telehealth service to be able to purchase them. The kits would be pretty standard but would need to be able to change some things around due to allergies etc. Patients will use our service to discuss how to use the meds etc. In my opinion these kits need to have Provider oversight to be able to use them effectively and safely. We have membership options to our clinic so I think this would fall in line with the memberships that we offer and be a great help in regards to telehealth. We operate in Utah, Idaho, Wyoming, and Montana, so access to healthcare and pharmacies are not always at a premium.

...




doug@mypharmacyhub.co

to ddahlke ▾

Fri, May 23, 8:35 AM

☆ ↶ ⋮

DeVon, it sounds like integrating customized med kits into your telehealth services could significantly enhance patient care in remote areas. Our scalable, tech-driven solutions at The Pharmacy Hub align perfectly with your vision. We can customize kits, addressing specific patient needs like allergies, and seamlessly integrate them with your current membership model. Our automated fulfillment system ensures both safety and efficiency. Would you like more details on how we tailor our services to meet unique requirements like yours?



doug@mypharmacyhub.co


to geoff ▾

Thu, May 15, 12:16 PM

☆ ↶ ⋮

It sounds like you're entering an exciting growth phase with your compounding pharmacy. At The Pharmacy Hub, we specialize in scalable, tech-driven solutions that could streamline your new fulfillment demands. We work closely with pharmacies like yours to enhance efficiencies and ensure compliance through our automated systems and white-label services.

To explore how we can support your expansion, I invite you to schedule a chat through my [calendar link](#). We can delve into specifics and tailor our solutions to fit your unique needs.



Geoff Stewart <geoff@shadygroverx.com>

to Doug, Stephanie ▾

Thu, May 15, 1:07 PM

☆ ↶ ⋮

Booked you for 10am Monday.  
Moving this conversation over to this email/brand, as it really does not apply to our biotech book of business.


Talk to you Monday.

**Geoff Stewart**

Founder | Managing Partner

Shady Grove Pharmacy

📞 301.948.4222 | 📠 202.812.5677



Greg Alston <greg@rxvipconcierge.com>


to me ▾

Wed, May 21, 12:37 PM

☆ ↶ ⋮

Yes, it does. I just have to know more to see what the hub does. I scheduled a friday meeting with your team

...



doug@mypharmacyhub.co


to greg ▾

Wed, May 21, 12:41 PM

☆ ↶ ⋮

Fantastic, Greg! I'm glad to hear you've scheduled a meeting. If you have any specific questions before Friday or need any preliminary information about how The Pharmacy Hub can integrate with your telehealth services, feel free to ask.

We're looking forward to showing you how our automated and FDA-compliant fulfillment processes could seamlessly enhance your services, making medication access easier for your patients.



Satya Hegde <shegde@accesspediatric.com>

to Doug ▾

Thu, May 22, 2:49 PM

☆ ↶ ⋮

Hi Doug,  
Sorry for the late notice, but I have to cancel today's meeting at 5:15 PM EDT. I'm in the hospital and have an emergency patient to attend to. I will get back to you to reschedule this meeting on another day.


-Satya

💡: "You Learn More From Failure Than From Success. Don't Let It Stop You. Failure Builds Character."

Pardon mistakes, sent from my Smartphone

On May 20, 2025, at 12:34 PM, Satya Hegde <[shegde@accesspediatric.com](mailto:shegde@accesspediatric.com)> wrote:

...



doug@mypharmacyhub.co

to shegde ▾

Thu, May 22, 2:53 PM

☆ ↶ ⋮

Absolutely, take care of your emergency, Satya. We can reschedule whenever you find it appropriate. Feel free to pick a time that suits you using my "[calendar link](#)". I hope everything goes smoothly at the hospital.



# Campaign Outcome

In June 2025, The Pharmacy Hub ran a two-week cold outreach campaign targeting telehealth and healthcare companies. The campaign produced **12 booked appointments** 📅 and achieved a **2.2% reply rate** 🚀 across 8,250 total emails sent. With a conservative **estimated close rate of 10%–25%** 🏠, this effort unlocked between \$500,000 and \$1.5 million in potential annual pipeline value. The results demonstrate strong product-market fit for The Pharmacy Hub's scalable pharmacy fulfillment model and positioned the company for high-value sales conversations with qualified prospects.

The campaign delivered strong early-stage results for The Pharmacy Hub by identifying and engaging key decision-makers in telehealth and digital health operations. Within a two-week period, the campaign booked 12 appointments and produced an **estimated pipeline value of \$500,000 to \$1.5 million** 💰 in potential annualized revenue.

This performance validates market interest in fulfillment-as-a-service offerings and strengthens The Pharmacy Hub's position as a key infrastructure partner for healthcare companies looking to outsource high-volume prescription services. The campaign also surfaced insights into lead profiles, pricing triggers, and decision-making behavior, setting the stage for future sales expansion.