

SOLUTIONS CLINICAL PHARMACY

How Star-Plus helps keep business on track and alleviate growing pains in a rapidly growing pharmacy.



CASE STUDY

Solutions Clinical Pharmacy

Leigh Fehr-Little
Pharmacist, Owner

Website

www.solutionspharmacy.ca

Industry

Pharmacy

Product

Star-Plus

OVERVIEW

When pharmacists Leigh Fehr-Little and April Duchscherer opened Solutions Clinical Pharmacy nine years ago, the women had a vision for a community-focused pharmacy that emphasized relationship building. By staying true to their focus, the independently owned pharmacy has experienced rapid growth in only a few short years and now includes a team of approximately 20, including 5 pharmacists. Based in Medicine Hat, Alberta, Solutions Clinical Pharmacy uses Auto-Star's Star-Plus point of sale solutions to keep their business on track and help alleviate growing pains.

A DIFFERENT TYPE OF PHARMACY

Having worked in large chain pharmacies previously, owner-pharmacist Leigh Fehr-Little says they had a vision for a different type of pharmacy. "Our vision was to create a pharmacy where when people walk through the front door and we help them solve their medication related concerns, or health concerns in general." They also made the strategic decision to be open during business hours only, allowing themselves and staff to spend time away from work on evenings, Sundays, and holidays. Knowing their new, independent pharmacy could not compete with the discount prices and long opening hours of big box stores, Leigh says they instead focused on building approachable and reliable connections with customers, staff, and other healthcare professionals and pharmacies in the city. "We provide a unique experience for our clients by focusing on above and beyond service. We develop a professional relationship with each client and emphasize problem solving, which includes building relationships in our city." By getting to know clients and their families, working with other pharmacies and health practitioners to find solutions for their customers, giving staff time to recharge, and sponsoring local youth athletics and community organizations, Solutions Clinical Pharmacy has seen their vision for a different kind of pharmacy come to life.

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COSTS VS. BENEFITS

As new business owners, the pharmacists started with a very basic point of sale system to manage the front end of their operation. They were able to get by in the short-term but realized that a more robust point of sale system would be an asset. “As a pharmacist, I think a lot more about the pharmacy software. But I am the owner, who also has a role to lead the team and look at cost versus benefit. Our previous system did not help with that,” says Leigh. The women were initially drawn to Auto-Star Compusystems as the companies align in valuing customer relationships and community building. As Leigh explains, “We are people who value relationships, we looked for a company that also values relationships and that is accessible. When I pick up the phone and somebody at Auto-Star answers, that is so amazing. We also love it that Auto-Star is local. We're supporting another local company.” Solutions Clinical Pharmacy implemented Auto-Star's Star-Plus point of sale solution for pharmacies six years ago, and continues to appreciate the accessible customer support, reliable and easy to use program, and advanced features that will grow with their pharmacy.



ACCESSIBLE CUSTOMER SUPPORT

Right from the start, Leigh found the customer service from Auto-Star to be a much different experience from their previous point of sale solution provider. Not only was installation straightforward, but the communication from support technicians was also timely, helpful, and friendly. “Other software companies have literally told me that it must be user error. I was hesitant to ask for support because I don't want to be made to feel dumb or like its user error or like what I'm describing to you isn't happening. You don't always find that in a software company - people that are relatable to non computer people.” With the positive experience of Auto-Star's quick response times, listening ear, and collaborative options to resolve issues, Leigh had the confidence to delegate point of sale questions to an employee, leaving her time for other important tasks. “I had zero stress asking an employee to just e-mail Auto-Star and find out how to do something,” explains Leigh. “I didn't even do it myself. I delegated it to someone, and I had no concern that she was not going to come out of that interaction supported. If Star-Plus was just an amazing system, that would be one thing, but the team at Auto-Star also knows how to deal with people. That in itself has a huge amount of value to me.”

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RELIABLE & EASY TO USE

The team at Solutions Clinical Pharmacy have found the Star-Plus system to be easy to use, even for new employees. As part of their vision, Leigh and April choose to promote a culture of learning within their business, resulting in hiring numerous short-term employees who wish to gain experience for pharmacy or medical school, but do not have a retail background. “It’s very user friendly, so if we don’t have to put in a ton of training and maintenance. There’s labor savings there.” New staff also learn from online training videos and are able track which training sessions have been completed. For long-term employees, Solutions Clinical Pharmacy invested in extra training from Auto-Star, which was led in a way that gave everyone an opportunity to ask questions and discuss how the software can work best for their business. Further, Leigh has found Auto-Star to exceed their previous system in reliability, particularly in payment processing: “Since we’ve had Auto-Star, everything just works.”

PHARMACY-FOCUSED FEATURES

Auto-Star’s Star-Plus solution includes advanced features that help pharmacies to be more efficient and accurate. Using the integration with their wholesaler, McKesson, Leigh has found savings in time and margins with automatic product ordering and price adjustments – which also means there is one less thing for her and her staff to think about.

The Accounts Receivable program in Star-Plus gives Solutions Clinical Pharmacy the ability to connect with customers while also saving time on manually printing and sending out statements. Outstanding customer balances can be viewed directly on the till, giving employees the information needed to answer questions and offer the best customer experience. The Star-Plus Accounts Receivable program also helps make month-end reporting less stressful and more accurate with integrations to their pharmacy dispensary software: “At the end of the month we were literally running around adding up all the receipts. Now we just look at what is waiting to be picked up and can see what’s been filled by Kroll (our pharmacy software) but not yet run through the till,” explains Leigh.

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LOOKING TO THE FUTURE

As the owner-pharmacists at Solutions Clinical Pharmacy look to the future, they are confident that Star-Plus will grow with their pharmacy and help them continue to compete with chain pharmacies through meaningful customer relationships and community engagement. The pharmacy has outgrown their current location and are looking to expand not only in size but also in customer services, such as loyalty programs. "I don't remember a time where I've asked if something is possible, and I've heard that it isn't. I hear options and suggestions. For today and tomorrow, we are only at the start of a good thing. Auto-Star assists us in growing by keeping our mindset curious and exploring. They have never disappointed."

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ABOUT AUTO-STAR

Auto-Star's Star-Plus point of sale and retail management solution is designed to assist businesses in optimizing efficiency and customer satisfaction, while lowering operating costs. Contact Auto-Star today for more information on our industry leading solutions for your independent pharmacy or visit www.auto-star.com.

