

MANAGING YOUR

CLINICAL

PHARMACY

WITH AN **AFFORDABLE POS SOLUTION**

 **RxPOS**

EPSON

CUSTOM[®]
AMERICA

THE CHALLENGES OF MANAGING EVERY ASPECT OF THE BUSINESS

Operating a successful small clinical or health center pharmacy requires multitasking. There are at least three distinct, but connected, areas of your business that need equal attention:

1 THE PHARMACY

Tens of thousands of drugs are approved by Health Canada, with new ones being tested, approved and introduced each year.

You need to stay informed of their efficacy for different types of patients, optimal dosages, and possible drug interactions. That's just one part of operating a pharmacy, however.

Keeping up with provincial regulations governing your business is also vital, as is maintaining adequate supply for patients while avoiding overstock of medications with short shelf-lives that can impact profit margins and customer satisfaction.

The average profit margin for independent pharmacies **dropped 2.2%** from 2010 to 2018.

Source: DigitalPharmacist.com - <https://www.digitalpharmacist.com/blog/challenges-facing-independent-pharmacies/>

2

THE FRONT SHOP

Pharmacies may differ from other types of retailers, but they also have many similar operational requirements.

In addition to managing prescription medication, your front shop needs efficient processes to stock and sell OTC and retail items, track inventory, rotate/reorder seasonal items, report sales, and accept customers' preferred payment types.



43% of health or wellness sales are **higher-margin OTC meds**, vitamins, or dietary supplements.

Source: PharmacyOwner.com - <https://www.pharmacyowners.com/7-ways-to-increase-non-prescription-pharmacy-sales>



3

CUSTOMER SERVICE

Patient care and customer service differentiate your business from pharmacy counters at big box stores and large pharmacy chains.

Your commitment to your customers may be why you chose to provide pharmacy services through a small business rather than one of your larger competitors and why your customers chose you as well.

But that level of service also demands more of your time, which is why your systems and processes should be carrying the load of your daily pharmacy management needs.

Customers who use at least one health or wellness-oriented service product provided by their pharmacy spend an average of **\$11 more per visit.**

Source: JD Power - <https://www.jdpower.com/business/press-releases/2020-us-pharmacy-study>



3 BENEFITS OF A PURPOSE-BUILT PHARMACY POS SYSTEM

As the scope and complexity of operating your business increases, using manual processes to manage the pharmacy, the front shop, and customer experiences becomes more challenging — if not impossible. By leveraging pharmacy POS technology to manage and automate critical tasks, you will provide your pharmacy business with:

■ IMPROVED INVENTORY CONTROL

A pharmacy POS system's inventory features must do more than tell you what's on the shelf. An intelligent inventory management system will automatically update inventory data from major wholesalers and save you time with suggested ordering.

■ GREATER ACCESS CONTROL AND SECURITY

Personal Health Information (PHI) compliance is not only critical to your license, data breaches can damage your reputation with customers. A pharmacy POS system should have robust security measures, such as access control requiring biometric fingerprint authentication, before users can view or interact with data.

■ INCREASED PRODUCTIVITY

You can't settle for a generic POS system designed for general retail. Your business needs technology designed to streamline Rx transactions, including dispensary integration, charge accounts & delivery management. By automating these industry-specific processes, your team can work more quickly and provide prompt, personalized service to more customers.



TOP PHARMACY POS FEATURES

As you evaluate POS systems for your pharmacy, use this checklist to find the option that will deliver the greatest value — and competitive edge — to your specific business:

✓ QUICK AND EASY SETUP

Whether you're opening a new location or upgrading a POS system that isn't providing your business with everything it needs, you want to find a solution that's fast and simple to set up. Don't settle for a system that requires lengthy implementation and training. Choose an intuitive solution that won't take time away from your customers and will deliver value right from the start.

✓ DISPENSARY AND WHOLESALE INTEGRATION

Integration with dispensaries, such as PharmaClikRx, Kroll, WinRX and Fillware, and wholesalers like McKesson and Kohl & Frisch, will save time when you need to find medications your customers need and streamline routine ordering.

✓ MOBILE DELIVERY MANAGEMENT

In the post-COVID-19 era, more customers expect delivery options. To accurately manage this part of your business and optimize customer experiences, ensure your pharmacy POS system includes delivery features, preferably a mobile app that can keep drivers connected and provide you with real-time information.

✓ PCI-VALIDATED INTEGRATED DEBIT AND CREDIT PROCESSING

The Bank of Canada reports that debit card payments are now the most common payment type, accounting for 30 percent of payments, followed by cash, used for 26 percent of payments. Look for a POS system that allows you to offer your customers the convenience of making debit or credit card payments, as well as securely managing cash. Also, ensure that digital payments are integrated with your system to make reporting, recordkeeping and bookkeeping easier and less time-consuming.



THE IMPORTANCE OF THE RIGHT POS HARDWARE

Although your POS software will provide you with the pharmacy POS functionality you need, the POS hardware you use is also essential. It should be certified to work with the software display screens correctly, and be rugged enough to withstand a busy retail environment. Consider a POS system provider that can equip your store with a total solution, including:



A touchscreen computer

Fingerprint security

Barcode scanner

Multi-use printers

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MORE ABOUT THE PRINTERS

The printer you use with your pharmacy POS system will also play a part in improving efficiencies.

■ LABEL PRINTING

To generate prescription and auxiliary labels quickly and efficiently, your printer must print the label sizes you need using your preferred label media.

■ SHELF LABEL PRINTING

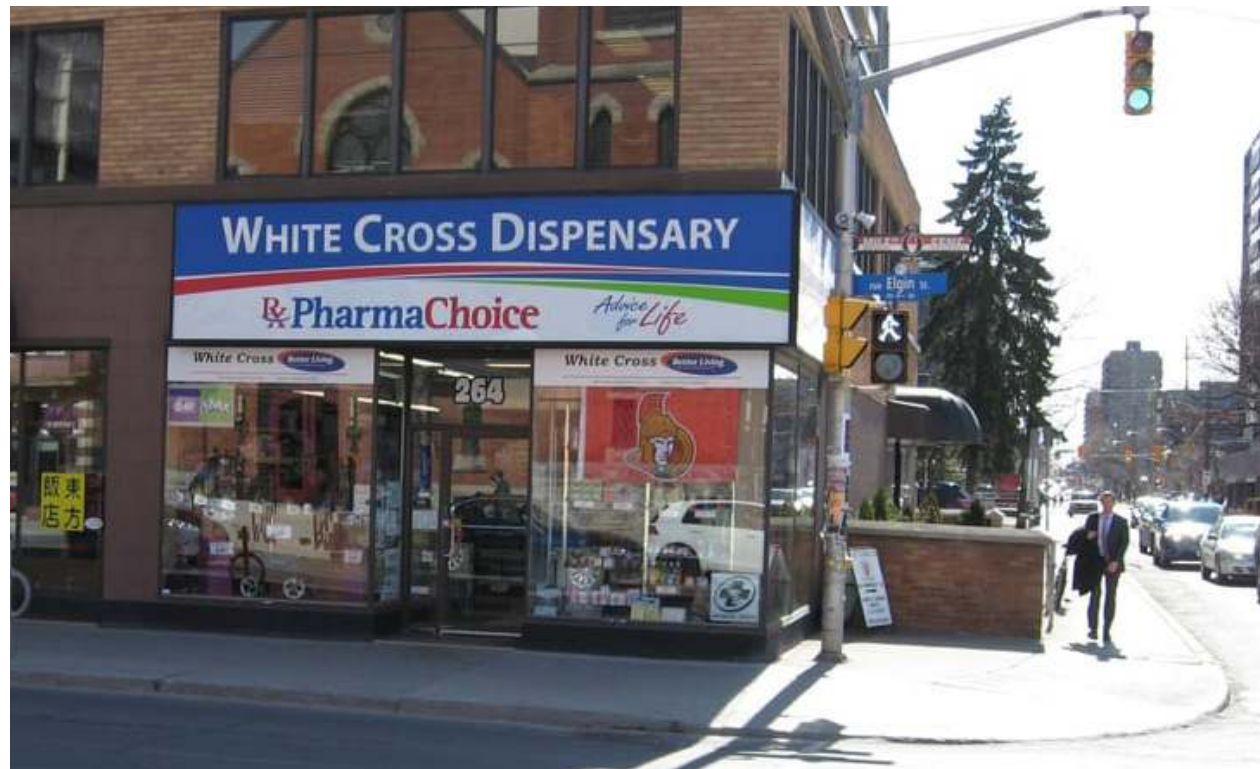
Improve shopping experiences by informing and engaging customers with shelf labels. With integrated shelf-label printing, you can manage shelf labels from your POS system, easily manage markdowns or price changes, and save your staff time to devote to customers.

■ RECEIPT PRINTING

The right receipt printer will allow you to enhance receipts with images, special offers, coupons, loyalty programs or other elements that will enable you to make the most of this last touchpoint during the customer experience.

PHARMACY POS IN ACTION:

Family-Owned Pharmacy Automates Processes for a Competitive Edge



With growing competition from big box stores, family-owned White Cross Dispensary in Centretown, Ottawa, Ontario, looked for technology to automate store processes so they could continue meeting their high customer service standards.

White Cross Dispensary chose Auto-Star's Star-Plus POS and retail management software for pharmacies. The system automated tasks, including data entry and reporting, giving the staff more time to spend with customers, a critical capability for staying ahead of the competition.

The solution also allows the business to track sales and inventory more accurately, provides information that helps negotiate with suppliers, and manages promotions.

White Cross Dispensary also implemented additional modules to expand its system's functionality:

■ STAR-PLUS CUSTOMER LOYALTY:

This feature enabled White Cross Dispensary to launch its VIP Rewards Program, rewarding loyal customers with points for discounts on purchases, and replace paper gift certificates.

■ STAR-PLUS MOBILE DELIVERY:

This feature helped the business improve efficiency, order accuracy and payment transaction processes for neighborhood delivery.

UPGRADING ITS PHARMACY TECHNOLOGY HELPED WHITE CROSS DISPENSARY STREAMLINE PROCESSES AND FIND MORE TIME TO DEVOTE TO CUSTOMER SERVICE.



AS A BUSINESS OWNER, YOU WANT TO MAKE SURE THE SOFTWARE YOU USE ISN'T GOING TO MAKE MORE WORK... KUDOS TO AUTO-STAR — THE PRODUCT IS EXCELLENT, THE SALES TEAM IS FANTASTIC, CUSTOMER SERVICE AND TECH SUPPORT KNOW WHAT THEY'RE TALKING ABOUT. IT MAKES OUR JOB EASIER."

James Dumont, co-owner of White Cross Dispensary

AUTO-STAR'S RXPOS OFFERS EVERYTHING YOU NEED TO OPERATE A COMPETITIVE PHARMACY



KEY RxPOS FEATURES:

- **McKesson** and **Kohl & Frisch** integration
- Prescription scanning with most Canadian pharmacy systems including: **PharmaClikRx**, **Kroll**, **WinRX**, and **Fillware**
- Simplified inventory management and ordering
- Built-in shelf label printing
- Mobile Android Delivery Management App
- Customer loyalty including **PharmaChoice Perks** and **Pharmasave Rewards**
- Charge Account management
- PCI-Validated Integrated Debit/Credit Processing

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TO SEE HOW EASY MANAGING YOUR PHARMACY CAN BE.

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