

CASE STUDY

POUCH PACKAGING: A PROFIT-MAKING OPPORTUNITY



OVERVIEW

Since its establishment 90 years ago, Brisson Drugs has evolved to meet the changing needs of patients and customers. Originally known as Grantham Drug Company, the independent pharmacy became Brisson Drugs in 1950. In 2015, Joe Williams acquired the pharmacy, transforming it into a leading healthcare resource for his community in St. Pauls, North Carolina.

As an independent pharmacy owner, Williams strives to make Brisson Drugs the leading pharmacy in his community. Williams is constantly searching for innovative solutions to improve the patient healthcare experience, including medication compliance.

CHALLENGE

Brisson Drugs was hindered by its inability to increase the number of patients on adherence packaging. Its previous packaging solution, blister cards, required a significant amount of technician labor, which limited the number of patients on the program.

"The biggest challenge we were facing was being able to scale the volume that we'd worked up to," says Williams. "When you're trying to manually check 300 patients in multi-dose blister packs, you really start looking for a better solution."

Williams wanted to grow his adherence program, without increasing labor costs. "We were actually going to have to hire another pharmacist in order to be able to maintain the volume of patients that we had on blister cards," says Williams.

Brisson Drugs also wanted an adherence automation solution that didn't require canisters. "One of the things that mattered to us was the canisters that we were going to be using. With some machines, you have to use an NDC-specific canister that contains meds at all times, and that was going to be inventory tied up inside of that machine," says Williams.



**30 NEW
PATIENT LEADS
PER MONTH**

SOLUTION

Williams identified the RapidPakRx™ as the adherence automation solution that would meet his requirements, due to non-NDC-specific cartridges, built-in cameras, and unmatched speed and accuracy. "The great thing about the RapidPakRx is you can go from one job to another, from the largest pill in your inventory to the smallest pill in your inventory, and the system can handle it," says Williams.

The built-in inspection system quickly became a favorite feature at Brisson Drugs. Williams feels confident that every prescription is accurate because each pouch is screened as it passes through the built-in 3-step verification system. "The fact that it's going to verify the med before it ever drops it, and then the wonderful verification screen at the end, I feel like it is so much more thorough than what we were doing before," says Williams.

Brisson Drugs also saw a change in its workflow. "By adding the RapidPakRx we were able to delay hiring another pharmacist. We still have additional capacity within our regular workflow," says Williams.

"In the past, we were using multiple technicians, basically working wherever they could find a place to lay those blisters. Now in one small area, we can handle every one of our packaging patients right there," says Williams.

RESULTS

SPEED & ACCURACY

1 "When I leave the store every night, I'm 100% certain that the packages that are going into the homes of my patients are accurate."

PROFIT

2 "RapidPakRx has improved our profit through a reduction in DIR fees because we have more compliant patients, we're performing better in the performance metrics."

PATIENT CARE

3 "In terms of patient care, I can say that the RapidPakRx has only helped us improve. Now that our pharmacists have more time to spend with direct patient contact and less time checking multi-dose blisters, we are seeing happier patients and healthier patients."

GEOGRAPHIC EXPANSION

4 "When we first added the RapidPakRx, we had about a two-county area that we were caring for. Since adding it and because of its efficiencies, we've been able to expand that to five counties. We're actually opening a third store in the next quarter, and we're going to stretch from five counties to seven counties."

DIFFERENTIATION

5 "We've expanded our vaccine program, our MTM program is improving, and our patients notice that we're spending more time with them and less time checking their medications."

OVER 3x INCREASE
NEW PATIENT LEADS
PER MONTH



ABOUT BRISSON DRUGS

Joe Williams, owner of Brisson Drugs in St. Pauls, North Carolina, is an experienced pharmacy leader. After acquiring Brisson Drugs in 2015, Williams became the owner of Clinic Pharmacy and Fairmont Drug Company as well.

Williams also serves as a consultant at Indy Rx Consulting, providing coaching services to other independent pharmacy owners who want to grow their business. Williams is dedicated to improving patient health care and bringing innovative services to his community.

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I recommend the RapidPakRx to other pharmacy owners for a variety of reasons: efficiency improvements, gross profit increase, better marketing tactics. It really helps bring our community into our stores so that we can better serve them.

Brisson Drugs,
Joe Williams, Owner

VISIT RXSAFE

RxSafe is the leader in robotic automation that improves patient safety and boosts profitability for independent retail and hospital outpatient pharmacies. Our RapidPakRx adherence strip packager produces single or multi-med pouches with unprecedented accuracy and efficiency, enabling pharmacies to custom-package patient medications at the lowest possible cost.