



## Company background

RedSail's systems support independent pharmacies with features like prescription processing, e-prescribing, inventory management, point-of-sale integration, and patient engagement tools.

Solutions for LTC pharmacies include workflow automation, compliance packaging, medication administration tracking, and regulatory compliance tools to support skilled nursing facilities, assisted-living communities, and other care settings.

RedSail offers solutions that cater to pharmacies serving both retail customers and LTC facilities. These systems provide integrated workflows that streamline operations, allowing pharmacies to efficiently manage both patient populations while maintaining compliance and optimizing medication dispensing.

## Newest product or service

RxCash+ is designed to help pharmacies optimize cash transactions. This offering leverages AI-driven insights and tailored pricing algorithms to deliver data-backed cash pricing. With RxCash+, pharmacies can unlock new revenue opportunities while providing cost-saving benefits to patients.

In 2025 and beyond, our technology is focused on helping pharmacists overcome key operational challenges while driving profitability, efficiency, and clinical services. Our pharmacy management systems are designed to streamline daily workflows, reducing administrative burdens and allowing pharmacists to focus on patient care. By automating routine tasks, improving inventory management, and enhancing prescription processing, our solutions save valuable time, ultimately translating into cost savings and increased revenue.

In addition to optimizing efficiency, we're also focused on helping pharmacies maximize profitability. RxCash+ is a prime example of how we empower pharmacies

to generate more revenue. This AI-driven, data-backed cash pricing solution provides smart, competitive pricing strategies that boost cash transaction margins while offering cost-effective options for patients. Implementing RxCash+ allows pharmacies to capture new revenue streams and see an immediate impact on their bottom line.

As we move into 2025, our goal is to equip pharmacies with the tools they need to be more efficient, profitable, and satisfied as providers in an evolving healthcare landscape.

## Improving patient safety or outcomes

RedSail's systems and services enhance patient safety and outcomes through several key features:

**Care Plans:** By tracking and monitoring patient progress over time, pharmacists can actively participate in a patient's overall health plan. These care plans include triggers for various care goals, identifying opportunities for intervention, medication adjustments, and additional support, ultimately improving adherence and health outcomes.

**Messaging:** With two-way messaging and HIPAA-secure messaging, pharmacies can communicate directly with patients. This enables timely refill reminders, vaccination notifications, and other important health updates, ensuring patients stay on track with their treatment plans while reducing missed doses and preventable health complications.

**Automated Warnings for Therapy Duplications and Drug Interactions:** The system automatically alerts pharmacists if a patient's medication regimen includes duplicate therapies or potential drug interactions. These real-time notifications help prevent adverse drug events and ensure patient safety.

**Allergy Notifications:** These notifications flag medications that may cause allergic reactions based on a patient's documented allergies. This proactive feature helps pharmacists intervene before a prescription is dispensed, preventing potentially harmful reactions.

## Products and services that help pharmacies increase revenue opportunities and profitability

### Automated Claims Processing & Reimbursement

**Optimization:** RedSail's systems ensure accurate billing, faster claims adjudication, and minimized denials, improving cash flow and reducing revenue loss.

**Inventory Management & Cost Control:** Smart inventory tools help pharmacies prevent overstocking and manage costs efficiently, ensuring higher profit margins.

**Integrated Point-of-Sale Solutions:** Streamlined transactions, including co-pay collection and insurance verification, reduce processing times and improve cash flow.

**Audit & Compliance Support:** Automated recordkeeping ensures pharmacies meet regulatory requirements, avoiding costly fines and chargebacks.

### Expanding Revenue Streams with Value-Added Services

#### Clinical Services & Medication Therapy Management:

These enable pharmacies to offer billable consultations, health screenings, and medication reviews, increasing revenue while improving patient outcomes.

**Immunization & Preventative Care Programs:** RedSail supports vaccine scheduling, administration tracking, and billing to help pharmacies capitalize on the growing demand for vaccinations.

#### Long-Term Care & Specialty Pharmacy Solutions:

Pharmacies can expand into LTC, home health, and specialty pharmacy services, creating additional revenue streams beyond retail dispensing.

**Integrated Shipping & Home Delivery Solutions:** Pharmacies can offer mail-order and home-delivery services, reaching a larger customer base and competing with large chain and online pharmacies.

### Enhancing Patient Retention & Medication Adherence

**Medication Synchronization:** Aligns prescription refills for patients, ensuring consistent refills and increased prescription volume over time.

**Patient Engagement Tools:** Automated refill reminders, text/email alerts, and HIPAA-secure messaging encourage patients to stay on track with their medications, reducing lost revenue from missed refills.

**Customer Loyalty & Discount Programs:** Integrated loyalty rewards, discounts, and flexible pricing structures help increase customer retention and repeat business.

## The strategic needs for pharmacy technology in the next three to five years

At RedSail Technologies, we see the pharmacy technology landscape evolving rapidly over the next three to five years, driven by the need to increase efficiency, reduce costs, and maximize the clinical capabilities of

pharmacists. Our strategic vision focuses on three main areas:

**1. Increasing Efficiency:** We are committed to leveraging advanced automation and integrated software platforms to streamline pharmacy operations. By reducing manual tasks through innovations like automated workflows and real-time inventory management, we enable pharmacies to operate more accurately. This increased efficiency not only enhances operational workflows but also frees up pharmacists to dedicate more time to patient care.

**2. Reducing Costs:** Reducing costs is crucial in today's competitive healthcare environment. RedSail Technologies is focused on deploying solutions that help reduce costs for the pharmacy. By integrating technologies that reduce errors and enhance process reliability, our approach helps lower operating expenses while maintaining patient safety and care.

**3. Maximizing Clinical Service Opportunities:** As the role of pharmacists continues to expand, technology must empower them to deliver high-value clinical services. We are committed to providing advanced tools and solutions that enable pharmacists to practice at the top of their license, optimizing their ability to deliver comprehensive patient care and improve health outcomes.

By focusing on these strategic needs, RedSail Technologies is dedicated to transforming pharmacy operations into a more efficient, cost-effective, and patient-centric model. This not only aligns with the evolving expectations of healthcare delivery but also ensures that pharmacists are empowered to fully utilize their expertise in providing clinical care.

### Markets Served

- Independents and Small Chains
- Regional Chains
- National Chains (including supermarkets/mass merchandisers)
- Mail Order
- Specialty
- Hospital Outpatient
- Assisted Living
- Long-term Care (closed door and combo)
- Correctional
- Central-fill
- Compounding



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