

CASE STUDY

How Everware helped a growing digital pharmacy overcome payment and engagement efficiency challenges, get paid faster and transform its customer service.



Overview

Amex Pharmacy is a nation-wide compounding pharmacy specializing in dermatology and the development of topical therapies.

Everware enabled them with quicker ways to verify patient information, collect payments and manage a high volume of incoming calls.



Everware has changed the way we do customer service! We love it.

Background

Amex Pharmacy's administrator and her team of trained Pharmacy Technicians communicate with over 1500 contacts at any given time, a number which fluctuates seasonally.

- When scripts are sent to Amex's practice management system, reps must process orders, verify patient identity, shipping information, collect payment and send meds within a strict timeframe.
- No orders may be shipped until payment is made. No payments were collected without a series of phone calls, outbound texts and eventually verbal collection of payment info over the phone.

Like many modern pharmacies, the Amex team used a low-cost text messaging platform to field incoming messages from their website. However, the software in place didn't meet all of their most pressing needs.

They needed a texting platform that made it easy to reply on the fly and incorporated payments.

In 2021, the team was small and had to work very hard to keep up with the standards of care and efficiency promised to prescribing doctors and their patients.



Challenges

The Amex Pharmacy team needed to overcome payment and engagement efficiency challenges.

01 Hold Times & Missed Calls

Answering every call fast

Reps couldn't get to every incoming call from patients, many who were ready to make payments over the phone. Too many waited on hold or heard a busy signal and had to try back later.

02 Better Way to Pay

Phone payment slow downs

Missed calls often meant missed payments. It took too long to collect payment details by phone. This approach was prone to human error. Meanwhile, very few patients want to pay by phone anymore and are comfortable paying online.

03 Touchpoint Tedium

Manual connection attempts

Attempting to connect with patients was a sluggish, manual process spanning multiple browser tabs. Techs would call and text 5 times per prescription with no way to automate. Each touchpoint required navigating between too many clunky interfaces. Usability and automation setbacks made expansion plans unrealistic.

04 New Technology Adoption

Simple, teachable tech

As the business grew and more technicians were onboarded, it was necessary to implement **user-friendly** software that was easy to train and came with reliable technical support services.

Solutions



Solution 01

Convenient Messaging Center

The messaging layout in Everyware allows techs to see a customer's profile alongside their current text conversation. Identity confirmation and updates **take far less time** than performing the same tasks by phone and with other systems.



Solution 02

Secure Payment Links to the Rescue

Staff now create and send secure payment links by text and email, which has resulted in exponentially **faster payments and more satisfied patients**. Within 2 months of implementing Pay by Text links, Amex realized an astounding 51% conversion rate that continues to rise.



Solution 03

Text Replies on the Fly

Quick message templates are a life saver! It takes seconds to pull an SMS template from the unlimited library of frequently needed texts. Using SMS templates for outreach allows techs to connect with patients in half the time. The entire team now sends consistent, professionally crafted, (compliant) texts with personalized dynamic fields across the board, which elicit **patient responses in fewer touchpoints**.



Solution 04

Easy Even for Non-Techy People

Training her team to manage messages and payments in Everyware was simple for Amex's Admin, who reported having the system down in only one short walkthrough session with her Everyware trainer.



With Everyware, patients can just pay with a payment link and that frees up reps to focus on longer phone conversations with those who have more complex needs.

