

**CASE STUDY**

## Purdy Cost Less Pharmacy

As a co-owner of more than 24 independent pharmacies largely located in the Pacific Northwest, Jeff Harrell, PharmD, knows the critical role technology plays in evolving his pharmacy business — profitably.

# 58%

increased revenue year-to-date

*"I thought the drug benchmarking data we had via our PMS was sufficient for our business. Prescriptive proved me wrong."*

**FAVORITE FEATURES:**

**AI-OPTIMIZED  
PRICING SOLUTION**



**PERSONALIZED  
DATA ANALYSIS  
AND INSIGHTS**



**MAXIMIZED,  
SUSTAINABLE  
PROFITABILITY**

*"AI-optimized pricing gives me confidence to compete profitably—without leaving money on the table."*

# Profitable. Efficient. Turn-key.

Jeff Harrell, PharmD, is a leading authority on technology and innovation within the pharmacy practice. When Prescriptive Health approached Jeff about its artificial intelligence (AI)-powered pricing engine, he was intrigued, albeit a bit skeptical.

“They had me at AI,” Jeff said. “But we knew our market really well. And, we had reliable benchmarking data through our pharmacy management system (PMS). I wasn’t convinced that Prescriptive’s solution would provide much more insight.”

That said, as a champion of technology and innovation, Jeff was open to seeing how the AI-powered pricing intelligence engine could help fuel his business performance even more. Prescriptive worked with Jeff to gather historical claims data, and they performed a complimentary deep-dive data analysis.



Jeff Harrell, PharmD,  
Multi-location pharmacy co-owner

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*Finding a way to stay market-competitive and keep the business thriving is imperative for the long-term viability of my pharmacies, which serve a critical patient and community need.”*

“I was taken aback with the thoroughness and sophistication of the analysis and the solution,” Jeff said. “We got down to the drug-level, detail-by-detail. They really understood what I needed, and they personalized the solution with my input and market knowledge to ensure optimal results.”

After just one week with the AI-optimized pricing in place, Purdy Cost Less Pharmacy saw a revenue increase of 16%.

“Once we got the model in place, the business impact was noticeable in just a matter of days,” said Jeff. “This is a top-of-the-line solution that will be very valuable to independent pharmacies seeking maximum growth—regardless of their current tools and PMS. I look forward to expanding the solution across all of my pharmacies in 2022.”



Reach out to our team of pharmacists for a demo on our latest features and services at [pharmacyrelations@prescriptive.com](mailto:pharmacyrelations@prescriptive.com)