



Retail Management Solutions
The industry leader in pharmacy point-of-sale innovation

2018 in Review: Our Most Loved BLOGS



Dear Reader,

There are a lot of ways to measure a year. You can look back at your accomplishments. Think about the highs, the lows, and all the in-betweens. Or you can just measure by the numbers. Whether you take it as 12 months, 52 weeks, 365 days or a whole lot of minutes, a lot has happened since the clock struck midnight on January 1, 2018.

No matter how you track the year, one thing you can always count on is that you'll have 52 weeks of RMS blogs every single year - at least 52 new articles, full of tips, tricks, how-to's, and new ideas.

But we know the other thing you can count on is that a year always seems to go by way too fast. It's hard to keep up with just the necessities. Best intentions quickly fall victim to hectic schedules and packed to-do lists. One week becomes 2, which becomes 6, and before you know it, you're behind on your reading (and probably a few other things as well).

So, for anyone that missed a few articles, or maybe all of them, we've put together our greatest hits from the year. You may not be able to get to every single 2018 article, but in one quick read, this Ebook will take you through the crowd favorites and a few personal top picks from the Blog writing team at RMS.

What better way to kick off a new year than with a year of the best inspiration and tips under your belt?

We hope you enjoy this look back at 2018 and look forward to another year of new articles from RMS. Remember you can always catch up on the latest at www.rm-solutions.com/blog. Thanks for reading!

Sincerely,

Karen Deckard

RMS Customer Success Manager

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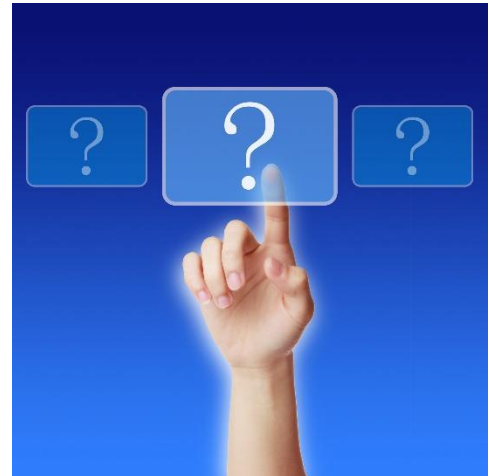
Do These 5 Credit card Processing Trends Matter to Your Pharmacy?

Originally posted on August 9, 2018 by Karen Deckard

In this article: EMV and credit card security were hot topics in 2018. This article explored 5 major processing trends and aimed to help pharmacies understand each technology and determine whether or not to adopt it.

If you start looking into credit card processing options, you're going to get hit with a lot of buzzwords, acronyms and probably some straight out confusion. There are so many different considerations, opinions and no small amount of conflicting information.

So what does it really all mean? What features are out there and how does adopting, or not adopting one of those features impact you? Keep reading to find out.



EMV

What is it? Directly translated into "Europay MasterCard Visa", EMV or "Chip and PIN" is one of the most hot button credit card topics out there. First implemented in Europe in 1995, EMV cards has an embedded microchip that creates a unique transaction code each time the card is used. This is different than a standard magnetic strip on a traditional swipe transaction that contains constant and unchanging data. Basically, this technology prevents a card from being physically duplicated and used fraudulently.

Why do I need it? EMV is not required for any merchant in the United States. Chip enabled cards will still process as a regular swiped transaction. However, this doesn't mean not processing EMV transactions doesn't matter. If a charge-back (basically a dispute of a processed transaction) occurs on an EMV enabled card that you swiped, you become liable for those funds. Additionally, customer perception of EMV matters. Despite the EMV does not protect actual customer card data, many customers see EMV as a better processing option. Even if charge-backs haven't been an issue for your pharmacy, investing EMV may be worthwhile.



P2PE

What is it? Point to Point encryption or P2PE is the technology that actually protects customer card information. Card information is encrypted immediately at the time of the card swipe or insert and sent directly to the processor where it is decrypted for the first time. No card data actually touches your point-of-sale system.

Why do I Need It? Because no card information is ever in your point-of-sale system, there's no data to be compromised. It virtually eliminates the chances of a data

breach like those experienced by Target, Home Depot and countless other retailers. P2PE is also one of the best ways you can protect your pharmacy and your customers from a credit card data breach.

Validated P2PE

What is it? Validated P2PE uses the same technology that standard P2PE does. The big difference is that Validated P2PE has been vetted and certified by the PCI Security standards council.

Why do I need it? Validated P2PE is by no means a requirement. However, having a validated solution allows merchants to significantly reduce their scope for PCI Compliance. Many security assessors and IS departments prefer a validated solution.

NFC

What is it? Near Field Communication, or NFC, is almost never referred to as such directly. Instead, you'll hear words like ApplePay or AndroidPay or Tap to Pay. Basically, think of NFC as your blanket acronym for a credit card payment via mobile device.

Why do I need it? When it comes to NFC payment processing, it's all about knowing your customer base. Having this option is definitely nice for anyone who wants to use it but there aren't other incentives for offering it or penalties for non-use.

“It’s all about
knowing your
customer base”

Tokenization

What is it? Tokenization is a secure and compliant option for storage of credit card information for later and/or recurring use. Breaking down the process, you enter card information via an encrypted terminal or secure portal and receive what's known as a "token" in return. This token is then stored in your point-of-sale system, attached to the customer record. Selecting this token as a method of payment when a card is not present will allow that card to be charged. The card information is not stored anywhere in your POS system or store network.

Why do I need it? Tokenization is the best way secure way to retain cardholder information for recurring payments. For mail order and delivery, solutions have begun to move in this direction. It follows the same trend as P2PE for removing cardholder data from the point-of-sale system and we expect it to be the primary option as solutions of this kind become more popular and desirable for businesses of all sizes. Security aside, tokenization is also crazy easy to use and very convenient for any number of reasons in daily pharmacy activities.

Now that you understand the features available to you, hopefully it's a bit easier to pick a solution that fits your pharmacy. RMS has all of these options available with a variety of processors, and the list of integrations just keeps growing.

Don't just answer the question. Preempt it.

Originally posted on April 12, 2018 by Karen Deckard

In this article: *It takes more than just a friendly smile and a quick checkout to really wow a customer. This post gave pharmacies 3 strategies for leaving a lasting impression with customers by answering questions before they have to ask.*



My favorite fancy coffee drink is an Americano, which if you don't know is just espresso diluted with hot water. So, if you ever order one, it takes "caution: hot beverage" to a whole new level. Half the time, I have to wait 15 minutes before my coffee is even halfway drinkable. That is unless I'm thinking ahead that day and happen to ask the barista to put in a few ice cubes to cool down my drink.

Now, here's why all this matters. Every time I forget to ask for ice cubes and have to wait to drink my coffee, I get just a little bit irritated. To me, it seems like a simple question for any coffee stand to ask w

hen serving a beverage that is hotter than normal. Sure, I can try to remember to ask, or I can throw in an ice cube when I get to the office. But these days that just doesn't live up to most people's standards of customer service. Why make your customer ask for something when you can preempt the question?

Of course, in your pharmacy, this is a whole lot more complicated than just ice cubes. But luckily, with a pharmacy point-of-sale system, you can easily get ahead of a customer's needs with little to no extra effort on the part of you or your staff.

Nutrient Depletion – RMS' integration with Ortho Molecular Products makes it crazy easy to be certain that your customers leave the store with everything they need. Rather than waiting until a customer

asks about supplements they can take with a prescription, you can make a recommendation right at the time of sale. You'll help customers avoid frustration with new medications and foster a successful relationship with patients right from the start.

Private Label Products – Saving money is important to most customers. And often, there's no easier way to save money at the pharmacy than by switching to private label OTC products. Using Compare and Save labels generated through your pharmacy POS system makes it easy for customers to see the savings they'll receive if they purchase private label OTC's instead of the name brand product.



Loyalty Membership – A loyalty program is great if you have participation from your customers. But let's face it, while most customers will participate in a loyalty program if invited, they won't go out of their way to find out if you have one. Use prompts at the point of sale to remind cashiers to ask customers if they are a member of your loyalty program. Not only does this drive customer engagement, it will also make sure that customers don't get upset later if they forget to add their rewards membership onto the transaction.

The more ways you can think of to answer customers questions before they have to ask, the happier your customers will be. And you might be surprised at how many different ways pharmacy point-of-sale can help.

What it's Like to Start Working for RMS

Originally posted on July 12, 2018 by Cassandra Castillo

In this article: 2018 saw some growth on the RMS team. Our new Sales Assistant, Cassie Castillo is just one of our awesome new team members. In this article, she shared her experiences as she started work at RMS. As Cassie shares, it's always a little rough starting a new job but we are so glad she's a part of our team!



Have you ever looked over the edge of the cliff, took a small step back and then a GIANT leap off the cliff into the water? Not only is this one of my favorite summer pastimes, it is also exactly how I feel with this new adventure in life. I have left the quiet, slow paced eastern Washington and jumped into this crazy, face paced, (traffic filled!!!) lifestyle here in western Washington. And started a career at RMS.

In my many past adventures, I had never even given a second thought to retail POS systems, and even less than that to pharmacy POS systems. But while I was on the hunt for employment in this beautiful town, I found a company that sounded amazing. A small, veteran owned business that was the

leader in Pharmacy POS systems. So, I took a chance – it seemed way too good to be true! A business that cared about your family and your life outside of work? Sounds like a Nigerian prince story, right? But I got through the first interview and was totally surprised when

I got a phone call to come into an actual office for a second interview. During the interview I was amazed to see a beautiful building with wood beams and real down to earth people! I crossed my fingers and laughed my way through the interview. I was sure the job was mine. But instead of getting a call saying I got the job, I had another interview. By this time my nerves were shot. I had to rock ANOTHER interview. I wasn't sure I had it in me for a third time. Thursday morning came and I drank my coffee while I did the unthinkable. I bombed the questions. I got off the Skype call and kicked myself.

Fast forward to my first day... I arrived 10 minutes early, coffee in hand- just to find out the rest of the new employees were already started on the tour. AAHH. So much for best foot forward! Then we sit down to start our morning training and I realize that even though I thought I was technology savvy, I am not. Not at all. I'm hearing this talk about processors and hardware and it all starts sounding like Japanese. Over the next couple of days things went by much smoother, while my brain-washed belief of slacks and heels to the office every day was getting pushed out by a doctrine of jeans.



Just when you think that everything was uphill from there, came day 6. I was doing my job, getting through the little tasks that are handed to me, when all the sudden – it's noon, I haven't had lunch yet (I was getting a little Hangry lol) and I'm being bombarded with tasks when I hear a question that I hadn't heard yet. "Did you change the customer order status?" What? What do you mean? Is that really a thing?? OMG.. while my messenger was annoyingly chiming my eyes filled up with tears. I was pretty sure I had messed up enough orders that I was never going to be able to fix my mistakes. But first, I had to pull myself together. I took off my headset, locked my computer and took off (before the tears actually fell in front of anyone). I sat in my car and gave myself a pep talk while I scarfed down my sandwich. It didn't completely work, but it was enough to get me through the day. I came back in with my head held high, ready to fix my mistakes. I soon realized it wasn't really that many that I messed up and it only took about 45 minutes to fix.

It's been 2 weeks now, and I still come to work every morning with a smile on my face, wondering how I got this lucky to work at such an awesome company. I've met a few customers that always brighten my day, and I still think that my co-workers are all pretty cool people and someday I might even understand their LEGO stories, or the lingo they use when talking about video games. While everyone will be tired of hearing my footsteps walking to their doors before I have all of this down, I know I will get it. I know I will be able to rock this new adventure. I know that I will be part of this amazing team. And I am so glad that I took that GIANT leap.

6 Quick Tips for Smooth Pharmacy Operations

Originally Posted on May 3, 2018 by Karen Deckard

In this article: *I live off of to-do lists. Without them, I feel like chaos will take over. If you ever feel that way, then these 6 tips might just be for you.*

We do a lot of things preemptively. We go to the doctor for a checkup before we're sick. Clean the kitchen counters even when we can't see any bacteria. Buy laundry detergent before we completely run out. (Okay, sometimes.) We all have a careful system of checks and balances to make sure that our life doesn't turn into complete chaos.

You likely have a similar system in place in your pharmacy. Tasks that you complete on a regular basis without really thinking about them. They keep your business running smoothly and minimize any unexpected issues.

But even the best routines can have gaps that leave you dealing with unexpected problems. Here are a few things you can add into your routine to keep your pharmacy running smoothly.



Supplies - Have you ever had to reorder receipt paper, statement envelopes or other supplies in a panic because you didn't realize you were running low? Put yourself on a schedule to check supplies of these important items. And it doesn't hurt to have more on hand than you think you might need. Receipt paper and statement envelopes don't really have an expiration date, so save yourself on shipping and order in bulk.

Gift & Loyalty Cards - Custom store branded gift and loyalty cards aren't something that can be shipped the day you order them. Make sure you're checking in on supplies regularly to make sure you won't run out before you can get more on order.

Backups - As part of your disaster recovery plan, you should be performing nightly backups to ensure that you can recover important historical data for your pharmacy if needed. Check to make sure that these backups are running as expected on a regular basis.



Point-of-Sale Hardware- Your point-of-sale PC's and peripheral hardware work hard. And although it's tempting to let them keep running until they can't run anymore, putting your hardware on a refresh cycle can help you to avoid unexpected outages. It also allows you to plan for the expense rather than getting hit by it out of the blue.

Battery Backups- Test your battery backups at least monthly to make sure that they are still functioning. They'll allow you to properly shut down your systems and avoid data loss in the event of a power outage.

What do you think? What things do you do on a regular basis that helps your pharmacy to avoid speed bumps and road blocks? Share below!

5 Data Points About Your Pharmacy You Need to Know

Originally posted on January 18, 2018 by Karen Deckard

In this article: *If I were to ask you what your bestselling products were, or what your current outstanding A/R balance is, would you be able to tell me? These key data points from your point-of-sale system are powerful indicators for your pharmacy.*

The quote "knowledge is power" has become a well-known saying since its origins in the 1500's (or maybe earlier depending on who you ask). Although somewhat cliché, it's certainly a truth that needs to be considered. Especially when it comes to our businesses. The simple fact is, the more you know about your pharmacy business, the more power you have to influence a positive change and succeed.



You probably have a baseline for how your pharmacy operates. You know about how many cashiers and pharmacy technicians you need to staff each day. You know an average number of prescriptions you fill each day, and how much money your pharmacy earned each year. But it takes more than that to really see where any business is on a larger scale.

Best sellers (and their counterparts) - Understanding where your pharmacy is succeeding and where there is room for improvement starts with product movement. Product Movement reports generated through your pharmacy POS system can help you identify what's selling well and what just isn't moving. You can run sales distribution reports to breakdown sales by category, fineline, department, and more to get a clear picture of sales trends in your pharmacy. This information will help you make key decisions about what products to stock more of and what it might make sense to dial back on or move to a different location within the store.

Frequent shoppers - Customer Loyalty Programs do more than reward customers for shopping. They also help you identify who your most frequent and loyal customers are. What you do with that information is up to you. There are **any number of options and opportunities, but it all starts** with having that data available to you.

"The more you know about your pharmacy business, the more power you have..."

Outstanding A/R balances- If you operate a house charge program, you need to be able to easily review outstanding balances. Being able to quickly identify past due accounts and act accordingly on those accounts means better cash flow and less work for you and your staff in the long run.

Busiest times of the day- You may have a general idea of general foot traffic, but without specifics you may be wasting valuable resources by overstaffing or risk losing customers by understaffing. Monitoring transaction volume by day of the week and time of day helps you to understand when your pharmacy needs all hands on deck or when you can spare a clerk or two for special projects.

Profits, margins, and more – Target margins and estimated profit percentages are great but they don't mean much if you don't have any way to monitor whether you are living up to those standards. You need to be able to easily see margins on products based on current data and see if there are items being sold outside of these set parameters or even below cost.

Pharmacy point-of-sale makes it easy to access all of this data and more, giving you the in depth knowledge you need to make smart decisions and grow your pharmacy business.

Driving Customers to Your Pharmacy

Originally posted on April 19, 2019 by Karen Deckard

In this article: In 2018, pharmacies were definitely looking for ways to bring new customers in the door and to really make an impression on the ones they already had. Continuing in the same vein as preempting customers questions (See Page 4) these strategies are geared towards bringing new customers through the door.

Major chains spend hundreds of millions of dollars on advertising each year. With TV, Radio Spots



circulars and direct mail and social media, they have their bases covered. There's no denying that chains have a lot more resources dedicated to driving customers through their doors.

So as a smaller independent business, how do you compete? You're certainly outmatched on paper. But that doesn't mean you're outmatched overall.

Word of mouth is arguably the most important way to drive business. But that type of viral loyalty is difficult to achieve. Luckily, there are a couple of ways to make

it easy for customers to love your pharmacy and share that love with friends and family.

Customer Loyalty - The first step to creating a customer that helps drive business is by strengthening the relationship that they have with you and your staff. Loyalty programs are an integral part of any customer/business relationship. It's a tangible appreciation of a customer's continued patronage and gives them a reason to continue that relationship. Then when a friend or family member asks what pharmacy they use, the answer won't be a "sometimes here, sometimes there." Instead, they'll make a recommendation for the only pharmacy they do business with.



Gift Cards - For many retail pharmacies, gift cards can be a great additional product. They're low overhead, easy to customize, and having them displayed at the checkout counter makes it simple for customers to pick one up. Every gift card sold can lead to a new customer in your pharmacy.

The other way to drive customers to your pharmacy is by fostering new habits. While you can do this with loyalty programs and promotions, some pharmacies can take it a step further.

Meds to Beds - For outpatient pharmacies, there's a limited window for capturing a customer's business and loyalty. Bedside delivery of medications at discharge is a sought-after service for a number of reasons, but don't underestimate the value it brings to fostering a positive patient/pharmacy relationship.

Nutrient Depletion & Counseling - Getting customers back in your pharmacy is all about bringing value. And value can come in more forms than \$5 off the next purchase. By making supplement recommendations based on nutrient depletion and taking the time to counsel patients on those options, you're adding value to every transaction.

The bottom line doesn't have to be about how much money you spend on advertising. You just have to focus on investments in the right areas of your pharmacy to bring value and keep the customers coming in.

Are You Ready to Implement Curbside Pick-up in Your Pharmacy?

Originally posted on August 23, 2018 by Karen Deckard

In this article: 2018 saw retailers in every vertical pushing the boundaries of a standard shopping experience. Convenience became king and curbside delivery gained momentum. For pharmacies, there's no reason not to consider taking this leap.

A few months ago, I started using curbside pickup service at the grocery store. The first few "pickups" were free so I figured I'd give it a try. It's not like I really hate grocery shopping, but I thought if I could spend one less hour a week listening to different variations of "Mom, can we go home now?" on repeat, it was definitely worth it.



It only took a couple of pickups to convince me that this was the way to go when it comes to necessities. It's easy, saves me time, and I actually get home with everything that was on my list.

Grocery is just one of the retail verticals adopting curbside pickup. What started at restaurants has now expanded to major retailers like Target and even Home Depot, who has announced a new program where customers can pick up online orders from a convenient locker.

If you've thought about curbside pick-up before, but just haven't taken the leap to implement the service, there's no time like the present to get started. If you aren't convinced it's the way to go for your pharmacy, here are some points which may make you reconsider.

Competition through convenience - Many retailers cite the need to compete with online retailers as one of the primary reasons they offer curbside services. It combines the convenience and time savings of shopping online with the desire for immediate

gratification. In other words, customers can get what they want without scouring shelves and standing in line and they can have it today.

Create Loyalty - Customers remember the little things. Whether it's a negative like waiting in line just a few minutes too long, or a positive. When it comes to retail pharmacy, one of the biggest positives you can have is a quick, easy and seamless checkout process. Customers will definitely remember how convenient it was to make a quick call, pull into a parking space, and have their prescriptions delivered right to them.

A viable (even improved) alternative to drive-thru - Drive-thru windows are a standard for many pharmacies. And they are definitely a great convenience. But not every pharmacy has that option. If it's not already built into your building, adding a drive thru window represents an enormous expense, or

even an impossibility for some. Curbside pick-up offers the same convenience to customers and there are even a couple of added benefits. First, curbside is a more personal experience as it removes the window and lane barrier from customer/staff communications. Second, it gives your pharmacy the flexibility to serve more than one customer at a time. No lines, just parking spaces. (You can even designate curbside pick-up spaces with these awesome signs!)

The technology is here - If technology or process concerns represent a barrier to offering curbside pick-up to your customers, there's a solution for that. RMS' EvolutionPOSV2 tablet allows you to take the transaction to the customer. Simply grab a tablet, grab the customer's order and head out to process the transaction. You can even start the transaction before the patient arrives (No juggling items to scan curbside, and you'll make sure there are no additional prescriptions for pickup) save the transaction and resume it when you're ready to process payment and capture signatures.

Keeping up with the competition alone is enough reason to give curbside pick-up service another look. Take the time to consider all of the other potential benefits, along with how easy it can be to implement this solution. Are you ready to get started?



Pharmacies – What You Can Learn from the Toys R Us Demise

Originally posted on March 15, 2018 by Karen Deckard

In this article: *My kids still get sad every time we drive past the empty Toys R Us building. While it was hard to comprehend this giant from my childhood falling victim to competition from both brick and mortar and online retailers, it definitely made us all take notice. This was hands down our most popular post of 2018, highlighting the importance of setting your pharmacy apart from the competition both with service and technology.*

This weekend, the news hit that a childhood staple since 1957, Toys R Us, may be closing the doors of all locations. Fierce competition and dwindling profits may have gotten the best of something that I always viewed as something of an institution. Despite already announced store closures I guess I always figured it would be there, offering much the same experience to my kids as it did for me.



Of course now that I think about it, that was kind of a silly train of thought. Not much is the same as it was even a few years ago. Much less 20 plus years ago. Especially when it comes to retail in any form. Consumers have more information and more options. Let's face it, clicking an order button online and then waiting a couple of days is just easier.

So what exactly do you do about it then? How do you give your pharmacy an edge when it comes to obtaining and maintaining business?

Make it personal - 2017 once again saw pharmacists as being viewed as some of the most trusted professionals in the US. No surprise here but a good reminder that the relationship you have with customers is important. How you and your staff interact with customers makes a big impact. While you may think you're doing all you can on this level, there might be some improvements you can still make. For instance, you can use RMS' EvolutionPOS V2 Tablet as a tool to create a more personal customer experience. Get out from behind the counter to walk customers to a specific product or step into a more secluded area of the store for patient counseling and finalize their transaction right there.

Make it easy - Convenience is a big concern for consumers today. For every time they may want to chat about the kids and catch up, there's a time when they just need to pick up a prescription and go. Features like additional prescriptions for pickup (which RMS supports with a variety of different pharmacy systems) help to make sure that customers don't leave without all the prescriptions they need. That same tablet that we mentioned before can be used for line busting to get customers out quickly when it's busy, or for curbside pickup service so customers just picking up a prescription don't even have to get out of the car.

Make it valuable- The final piece of the puzzle is continuing to add value for your customers. Do things that keep them coming back.

Loyalty programs are a great start, and are pretty much a necessity for retailers today. But even the best loyalty program may not make you stand out. However, services like the Digital Replete interface RMS offers with Ortho Molecular Products allows you to give your customers something they won't find online or at box stores.

There's so much that's wonderful about the experience that customers have always had at their local pharmacy. But there are also some things that it's time to change. Let RMS help your pharmacy take the next steps.

5 Questions Answered About Outpatient Pharmacy POS

Originally posted on March 8, 2018 by Karen Deckard

In this article: *Our customers always keep us on our toes with new and interesting questions. But there are also a few things that almost every outpatient pharmacy we talk with wants to know.*

At RMS, we know that one size doesn't fit all. Even in the world of outpatient pharmacy, where regulatory and compliance requirements rule so much of the day to day activities, there are still different needs and various ways of tackling problems on patient care.



Of course, that makes the already involved process of evaluating point-of-sale systems even more complex. There are lots of different solutions to help outpatient pharmacies, but no magic button to press that will tell you just what you need.

While that's not much help, we do find a common thread in the questions we receive from outpatient pharmacy teams on a regular basis. Here are 5 of the most common questions we get asked, along with the reader's digest answer.

"How can RMS help me with Meds to Beds?" - Our EvolutionPOSV2 Tablet was designed with outpatient pharmacies and Meds to Beds programs in mind. It allows you to take the prescription transaction to the patient for increased patient adherence and a more customer centric experience.

"Can RMS accommodate my organizations credit card processing requirements?" - We have worked hard to cultivate and maintain relationships with many different credit card processors and are proud of the robust options we have available including P2PE, EMV, NFC, Tokenization and more. We understand that outpatient pharmacies often have to operate within specific guidelines for credit card processing and we do our best to make sure options are available to meet as many requirements as possible.

"Will it be easy to handle payroll deduction through RMS' POS?" - We've seen an especially big push in recent years for payroll deduction programs. Making it simple for employees to use the outpatient pharmacy as well as easy for pharmacy and payroll staff to manage it has become a big topic. With RMS, the employee can be identified by name, employee number or badge scan, and the sale can be easily tendered to the Payroll Deduction program

"Can RMS accommodate changes that my organization mandates?" - Just like credit card processing, there are likely a number of institutional requirements that your outpatient pharmacies have to meet. From business partner choices, to security, and more. That's why we take the concept of flexibility so seriously. It's our job to accommodate your needs, not the other way around. So, if in the future you change pharmacy systems, or credit card processing providers or whatever else, and we'll do our best to work through that change with you, rather than becoming just another obstacle to work around.

"How can RMS make it easy for my organization to manage multiple locations?" - Large organizations need to be able to scale easily and still manage locations centrally. Our Star~Link enterprise solution was created to make centralized management of multiple pharmacy locations easily achievable.

If you're looking for more, check out our whitepaper on what to look for in outpatient pharmacy point-of-sale. This free download takes you through 5 must have features so you can discover what functionality you may need in a pharmacy POS system. it's a great foundation for any outpatient pharmacy beginning to investigate point-of-sale options and will help prepare your team for the important decisions to come.

Celebrating 20 Years of RMS – The Origin Story

Originally posted on October 18, 2018 by Karen Deckard

In this article: *We can't talk about 2018 without bringing up our 20-year anniversary. Celebrating 20 years in business was one of the highlights of our year and we were excited to share the story of how it all started. We think there's no better way to wrap up the best of 2018!*

In 1998, a small company emerged onto the scene of pharmacy technology providers. Rather than offering a new solution, this company oriented themselves on implementing pharmacy point-of-sale systems in general and training pharmacy owners and staff on a contract basis. The mission was to help pharmacies understand and use the tools available to them to run successful businesses - to teach them best practices so that they could become more profitable.

It wasn't long before co-founders Brad Jones (top right) and Brian Hillman (bottom right) realized that there was something missing from the pharmacy technology landscape. Sure, point-of-sale existed, but was it enough?



You may know where I'm going with this story. After a lifetime spent in and around pharmacies, the now President & CEO of RMS, Brad Jones, knew that pharmacy point-of-sale could be done better AND needed to be done better. And that's when RMS began its transformation into the company you know today.

After countless hours of working with pharmacies, learning their needs, working with developers and customer service staff, Brad and team were able to bring to the market what has widely been referred to as the best pharmacy POS solution on the market. (A reputation we don't take lightly!)



As we celebrate our 20th Anniversary this October, we look back on a company history of firsts. RMS pioneered the first pharmacy system/Point-of-Sale interface that went beyond scanning a prescription and marking it sold. A specification that would become the industry standard for pharmacy system integrations for years to come. We were also the first point-of-sale solution to offer electronic signature capture as increasing compliance requirements made paper signatures a thing of the past. Later on, EvolutionPOS became the first mobile point-of-sale solution developed specifically for pharmacies. This evolutionary step forward in POS technology helped launch Meds-to-Beds programs for outpatient pharmacies. This also opened up a whole new way to serve customers and change the customer experience in independent pharmacies. Now, for the first time, independent pharmacies could compete with competition that had a drive-thru by offering their own curbside pickup service. All along the way, our core mission remained to help independent, outpatient and independent chain pharmacies be the best they could be.

We're certainly proud of everything we've accomplished over the last 20 years, and the list of innovations and firsts continue on, but the best thing about RMS isn't a product. It's not a piece of hardware or a software program. What makes our company special is our customers. Because you're what it's all about. We couldn't do what we do without you and we know that we aren't successful unless you are.

So while we're celebrating 20 years in business, we're also celebrating 20 wonderful years of RMS customers. We sincerely thank everyone who is now or has been a part of the RMS family and look forward to welcoming new pharmacies every day. We can't wait to see what the next 20 years brings!



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