



# Growing Your Pharmacy through Difficult Times

By Jen Caughron, Marketing Specialist, KeyCentrix, Inc.

Times, they are a-changin'. If you are like most pharmacists, the unstable economy hasn't meant a reduction in your workload; in many cases pharmacies are busier than ever. Unfortunately, busier may not be better; decreasing margins, increased workload, and overworked and exhausted staff are taking their toll on pharmacies. It will become increasingly difficult for independents to sustain the changes in the economy if they do not invest in technologies that will improve their business operations, beginning with their pharmacy management system. RxKey Pharmacy Software by KeyCentrix, Inc. and the KeyCentrix support staff provide a solid foundation for your pharmacy that provides self-sufficient, intuitive tools that increase your efficiency and profitability while you focus on your customers.

RxKey® is a state-of-the-art, Windows-based pharmacy software system which offers your pharmacy staff the support to improve your pharmacy's efficiency, safety, and customer service, while providing you with powerful business analysis tools for maximizing profits and growth. RxKey combines a user interface that thinks like a pharmacist with standard and customizable workflow solutions, while keeping you ahead of the competition through business intelligence, central management, and remote processing.

Efficiency begins with a near-seamless integration into your pharmacy, and an immediate improvement to your pharmacy operations. Prior to installation, our installation and training team can provide online training to familiarize your staff with the unique tools of RxKey. From the time of installation, RxKey's built-in, customizable workflow features will begin to improve your process. Our experts can also evaluate your workflow during installation and make recommendations to further enhance RxKey's impact on your efficiency and maximize staff utilization. In addition, RxKey automates many of the repetitive tasks you perform daily and interfaces with other time and resource saving tools, reducing the time you spend operating your business and enabling you to dedicate more time to GROWING your business.

If your pharmacy wasn't profitable, you wouldn't be in business; however, sustaining a successful business through changing government and industry regulations and a weak economy will become more difficult each and every year. RxKey's inventory management and business analysis tools help to maximize profits and promote growth. Our patent-pending ordering system ensures you get the lowest price while maintaining contract compliance. A variety of business analysis tools help you monitor operations and margins, so you can quickly identify and modify any possible issues.

At the core of the independent pharmacy is the personalized or specialty service provided by the friendly, hometown staff. This service is just as important to the individual customer as it is to the local nursing homes or other facilities that rely on your pharmacy for their prescriptions. RxKey provides the functionality and support your pharmacy needs to maintain your customer service and grow your business through facilities or closed door operations. In addition, the enhanced safety and customer care features will ensure you are providing reliable, consultative service and information that goes beyond basic prescription fulfillment.

This year, consider investing in the future of your pharmacy with the purchase of RxKey Pharmacy Management System. You won't only receive a powerful tool for your pharmacy; you'll also get the support of your KeyCentrix partner team to help you grow your business.

*"The KeyCentrix team defines what good customer service. The system is easy to teach and even easier to use. It is user friendly, and KeyCentrix is constantly looking for ways to make the system even better."*

-- Keith Vance, Lewisville Drug Company, Inc

For more information about RxKey, call **800-444-8486** or e-mail [sales@keycentrix.com](mailto:sales@keycentrix.com).