PROFILE

Name: PioneerRx

Location: Irving, TX

Founded: 2009

Website: pioneerrx.com/web

CHALLENGE

Streamline and upgrade small to mid-sized pharmacies' capacity to deliver safe, accurate, comprehensive patient service and support through sophisticated use of full-color, integrated printing and scanning technologies.

SOLUTION

The Epson WorkForce® Pro WF-C5790 network multifunction color printer dramatically improves the readability, content production and affordability of patients' medication instruction sheets.

Targeted Personal Care

How Epson is Helping PioneerRx Provide Better Management Solutions to Independent Pharmacies

The next time you get a prescription filled, think about this: today's independent pharmacies are among the most high-tech businesses anywhere.

They have to be. The field is extremely competitive, with giant retail chains and online providers forcing everyone to be their most efficient. On the other hand, they have a huge responsibility to their patients. Safety and accuracy are imperative, and the pharmacist is a vital front line link to the doctor, with patients' understanding of their medications, possible drug interactions, conditions that pose a risk of adverse reactions, and adherence to the treatment plan all dependent on their knowledge and advice.

The challenge for the pharmacy information system is to help pharmacists maximize efficiencies and minimize costs while focusing on better patient care.

That's why PioneerRx, the nation's fastest-growing provider of pharmacy software solutions for small to mid-sized pharmacies, relies on Epson for their printers and document scanners.

Constant Innovation

Founded in 2009, PioneerRx Pharmacy Software provides a complete management solution for independent pharmacies and small chains, streamlining medication dispensing, point of sale, doctor and patient communications, inventory control, insurance reimbursement, shipping and receiving, employee management and patient care.

An emphasis on innovation has helped the company achieve what Tony Cox, vendor relations liaison, describes as exponential growth. "When I started in 2011, we had roughly 75 to 100 pharmacies as clients. Today we have almost 4,000." That 45X increase took less than eight years, and today more independent pharmacies choose PioneerRx over any other pharmacy management system.

"PioneerRx strives to be ahead of the curve, to provide innovation in areas where our competitors have not yet done so, or will not," Cox adds. "We do our best to see things that are coming and prepare for them within our software, to ensure that our pharmacies have the best tools to take care of their patients."

For example, while most pharmacies use a black and white thermal printer to print a text-based label for the box or bottle, PioneerRx is testing the Epson ColorWorks® C3500 color label printer to add a full-color picture of the pill or capsule and a photo of the patient from the patient's profile.

"A lot of pills look similar, and in a lot of households, two or more people are taking prescriptions from bottles that pretty much look alike," Cox says. "Adding a picture of the pill and of the person who should be taking that pill makes it a lot easier for people to identify the appropriate bottles."

Using a full-color printer has other advantages as well. Now PioneerRx will be able to add auxiliary instructions and warnings to the label, highlighted in bold colors, as needed for each patient.

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In another pilot program, PioneerRx is testing a full-color information and education sheet to accompany the prescription.

Cox explains that nearly all pharmacies use a black and white laser printer to print these sheets, but the increased use of color printing is a trend throughout the healthcare industry. Thought leaders like Epic Software, Becton Dickinson, Cerner, and Omnicell are all adding full color text, photos and graphics to their reports and documentation.

Epic, for example, now recommends that hospitals and clinics print their After Visit Summary reports on color printers, so that they can highlight important details of the patient's condition and the provider's instructions.

Like PioneerRx, other pharmacy software producers also utilize color, but they use pre-printed forms with static color blocks, which will later be over-printed in black. When the pharmacist prints a patient's instruction sheet, the document must be formatted so that crucial information, such as the time of day to take the medication or warnings about drug interactions, will fit exactly over the colored blocks.

The downside is that there's very little flexibility in fitting an instruction sheet to the needs of an individual patient, the forms themselves are expensive, and they take up valuable storage space within the pharmacy.

But soon, using the Epson WorkForce® Pro WF-C5790 network multifunction color printer network multifunction color printer, PioneerRx pharmacies will be able to print these sheets in full color on plain white paper. The pharmacies can give their customers a more attractive, easier-to-understand product, with a compact footprint, at a cost that is easy on their budget.

Hybrid Education Sheets with Labels

Cox and his group are also testing a new, low-cost legal-size hybrid form that combines the patient information sheet with a tear-off section that includes a peel-off label.

Hybrid forms are not new, but the ability to print everything in full color at the time of prescription fulfillment is an important innovation. As with the stand-alone sheet or label, those companies that use color have been forced to put it on expensive, pre-printed hybrid forms. These are even more costly than the standard, information-only forms, and since they are larger, their storage is more problematic.

PioneerRx pharmacies, however, will soon be able to buy a blank hybrid form that can be used for multiple purposes, on which they will be able to print full-color patient and medication photos, as well as personalized instructions and graphics, using the same Epson WorkForce Pro WF-C5790 printer.

Epson's mission has been to build a high-speed, high-volume inkjet that uses an innovative Replaceable Ink Pack System that is easy on the budget. Thus the Epson WF-C5790 can print up to 5,000 ISO color pages (10,000 ISO black pages) without changing the ink pack[1], and it zips along at 24 ISO pages per minute[2], while saving up to 45% on total printing costs versus color laser[3].

There are other advantages, as well. Laser printing technology requires a high-temperature fuser, while inkjet technology does not require warm-up time. That means that with inkjet technology, you can print efficiently. It also means there's no warm-up time to help enhance your productivity.

Powered by PrecisionCore, the next generation of inkjet printing technology, the Epson WorkForce Pro WF-C5790

printer is a productive, high-quality, full-color printer that is easy on your budget.

A Long History

PioneerRx began its relationship with Epson in 2009, using Epson TM-H6000-series multifunction Point-of-Sale printers to print receipts and process payments by check. Cox says, "They are the industry standard for a receipt printer, always very dependable, easy to work with, and easy to install. That's been great for us, because it's something we don't have to worry about."

Because of their long-term success with Epson, PioneerRx began offering the Epson DS-530 color duplex document scanner in 2018. Their experience with the scanner showed it to be faster and more reliable than the others they have offered,

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and it's available at a significantly lower cost. With the switch to Epson, PioneerRx pharmacies are better able to afford enough scanners to put them where they best fit into their workflows, rather than adapt the workflow to a limited number of scanners.

Another factor in the growth of the relationship is Epson's work with Omnicell, a PioneerRx partner. Omnicell manufactures a custom, weekly packaging system that allows pharmacists to offer patients with multiple medications a simple way to adhere to their treatment plans. One piece is a set of plastic bubbles preloaded with the medications the patient should take on each day and time. The other is a personalized instruction sheet printed for each patient on the Epson WorkForce Pro WF-C8190 workgroup color inkjet printer.

Cox believes that Epson's commitment to the healthcare field, the breadth of its product line, and especially its outstanding service, all add significantly to its value as a supplier.

"We are very team oriented at PioneerRx, and we look for suppliers who have similar values," he explains. "We're impressed with the level of service we receive from Epson. They are always willing to come together to quickly provide the information we need or to resolve any issues that come up."

That's crucial, he says, because "We want our pharmacies to be able to offer amazing customer service, so patients get that at-home feeling and attention they're not getting at the big box chains."

PioneerRx is so successful because they help their pharmacy customers buck a disturbing trend. Cox says, "People want more service, not less. They need to be able to talk to their pharmacist and get a true consultation, not just a low price. We're giving our clients the appropriate tools to process the transaction quickly and safely, so they have time to offer great service to their patients."

"That's what Epson helps us provide."

[1] Replacement ink pack yields are estimated based on ISO/IEC 24711 test in Default Mode printing continuously. Ink pack yields vary considerably for reasons including images printed, print settings, temperature and humidity. Yields may be lower when printing infrequently or predominantly with one ink color. All ink colors are used for printing and printer maintenance, and all colors have to be installed for printing. For print quality, part of the ink from the included ink packs is used for printer startup and a variable amount of ink remains in the ink pack after the "replace ink pack" signal. For details, see www.epson.com/inkinfo

[2] Black and color print speeds are measured in accordance with ISO/IEC 24734. Actual print times will vary based on factors including system configuration, software, and page complexity. For more information, visit www.epson.com/printspeed.

[3] Compared with best-selling, color laser printers priced at $499 (USD) or less and 30 ppm or less, as of October 2017. Calculation based on continuous printing with highest-capacity individual cartridges. Actual savings will vary based on print task and use conditions.

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