



ADVOCATE™
EDUCATE
ELEVATE



Uncovering Hidden Revenue: The Untapped Power of 340B in Health Centers

*Transforming patient care while strengthening
financial sustainability*

Stu Carroll, MBA



WHO I AM



Stu Carroll, Founder & CEO of Success Medical Consulting



Former 340B Pharmacy Manager, CBDO, CFO, Interim CEO & Founding Board Member



Current President & CEO of Community Medicine Foundation DBA North Central Family Medicine



Helped FQHCs increase pharmacy revenue by up to 500% - specializing in 340B Pharmacy Maximization



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA





What if I told you, your biggest untapped revenue stream isn't new services or more visits —but the prescriptions you already write every day?



What you see — new services, more visits, shared savings.

What you don't see — hidden pharmacy revenue



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



The Reality Check



Pharmacies appear profitable → but what's its potential



Often reports to CMO



No benchmarking vs. potential



KPI tracking (capture rates, refill adherence, brand/generic mix, copay management, etc.)

Not having actionable data is like grading yourself without knowing what an “A” looks like



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



The Hidden Potential



Not tied to
provider
productivity



Driven by
capture/adherence



Outperforms
other service
lines

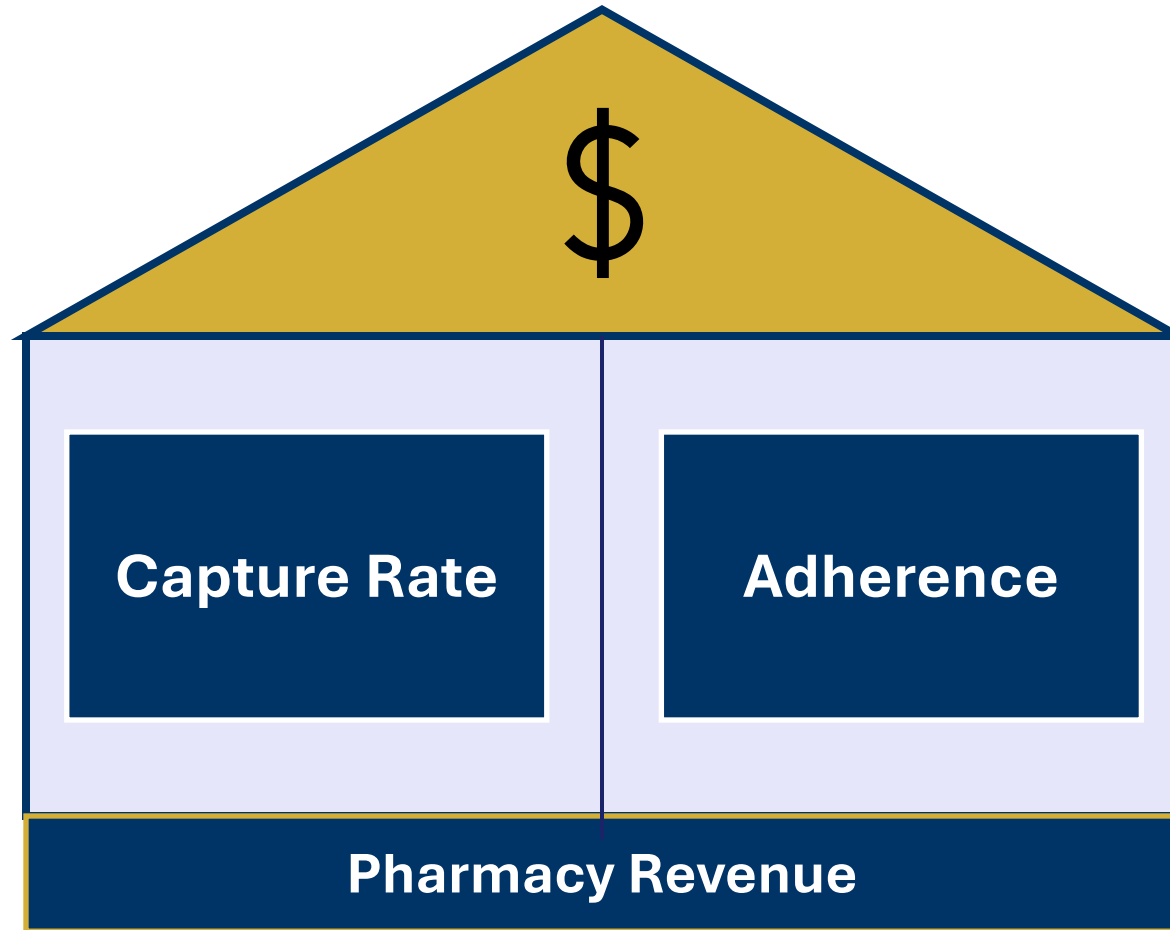


ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



Pharmacy Performance House



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



Refill Adherence Impact on Pharmacy Revenue

Metric	Actual	Potential	Missed Opportunity
Rx Volume	6,000	20,000	14,000
Revenue	\$500,000	\$1,666,667	\$1,166,667
Refill Adherence	30%	100%	—

Revenue Per/Rx = \$83.33



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



Calculations

1 . Potential Rx Volume $\text{Potential Volume} = \frac{6,000}{0.30} = 20,000$

2 . Potential Revenue $20,000 \times \$83.33 \approx 1,666,667$

3 . Missed Revenue $\$1,666,667 - \$500,000 = \$\mathbf{1,166,667}$



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



HEALTH CENTER PATIENT POPULATION

21,564

\$228k → \$1.009M revenue growth (343% in 2 years)

LEVERS "REVENUE RESCUE"

120-Day Financial Optimization Plan (auto-fill auto-refill, adherence, marketing, provider engagement, implementation of iSaved, etc.)



Home

Dashboards

Scorecards

Reports

Tools

Administration

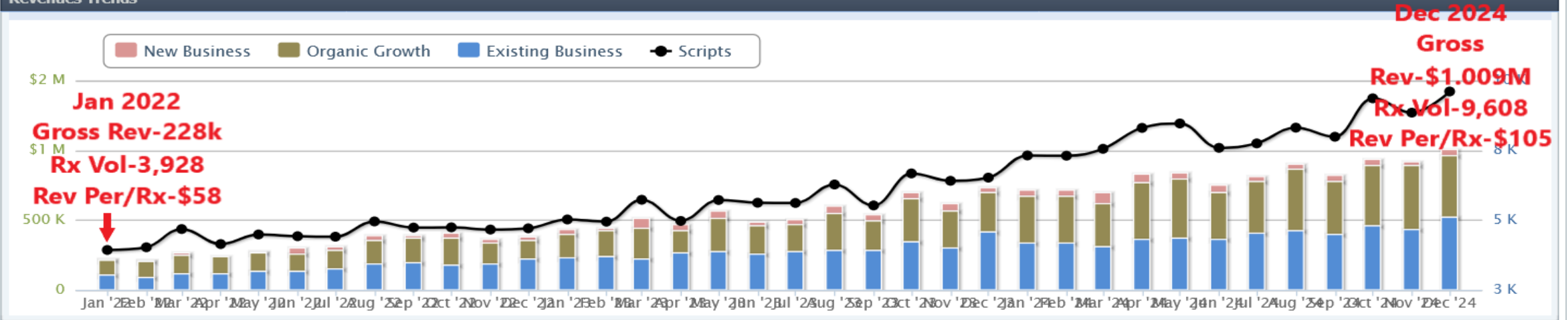
Support

PRESCRIPTION: REVENUE DASHBOARD

Range Type: Custom Start Date: 01/01/2022 End Date: 12/31/2024

DASHB

Revenues Trends



CASE STUDY #1



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



HEALTH CENTER PATIENT POPULATION

10,107

\$542k → \$1.017M revenue growth (88% in 3 years)

While actually having a decrease in Monthly Rx Volume

LEVERS

Provider engagement, adherence (Refill Rescue), implementation of iSaved, targeting uncontrolled illness, decreasing of cash transactions



Home

Dashboards

Scorecards

Reports

Tools

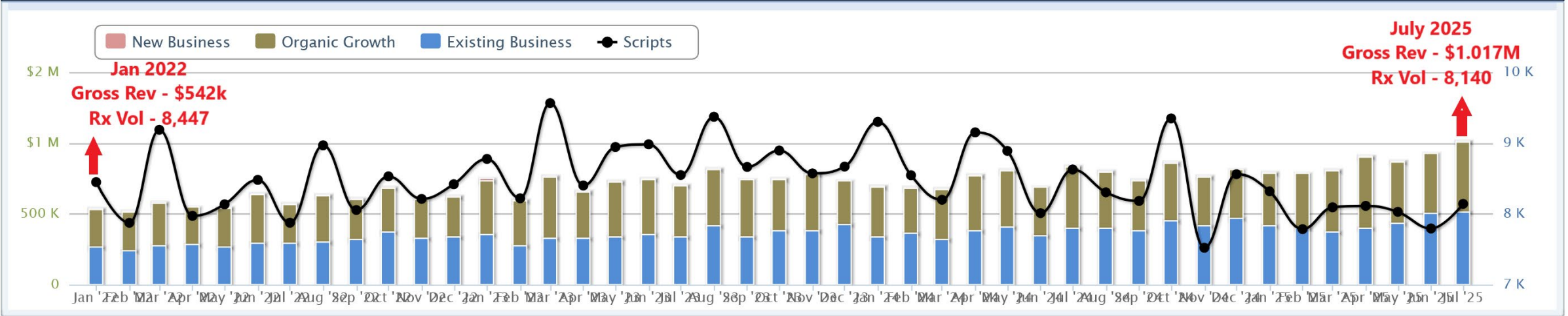
Administration

Support

PRESCRIPTION: REVENUE DASHBOARD

Range Type: Custom Start Date: 01/01/2022 End Date: 07/31/2025

Revenues Trends



CASE STUDY #2

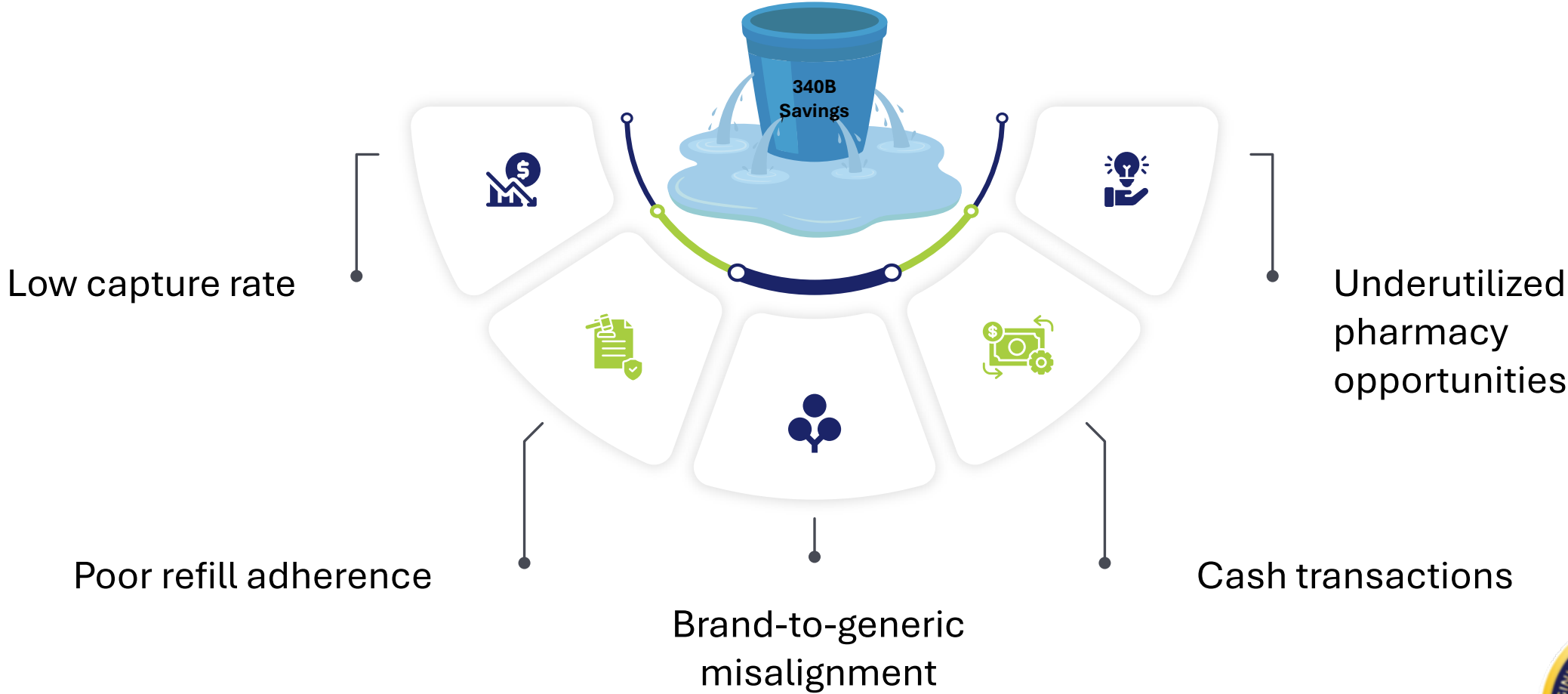


ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



Biggest Leaks



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA





Multiplier Effect

1 encounter for chronically ill patient **=** **\$100** avg every **3** to **4** months

5 scripts/provider/week **=** **>\$400** every month

Small changes **→** exponential growth



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



Clinical Benefits



Adherence



Safety



Faster access



Integrated care



Trust



Healthier Patients = Better Outcomes



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



Patient Impact in Numbers

Adherence & Compliance Data

When patients fill at an in-house pharmacy, we see adherence rates jump **20–30%** higher than if they go outside.



For diabetes, better adherence translates to **30–40%** fewer hospitalizations.

With hypertension, every refill matters. Higher adherence means a **20–25%** lower stroke risk.

National studies show that every **1% increase in adherence** lowers overall healthcare costs by about **\$120 per patient per year**.



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



Patient Voices



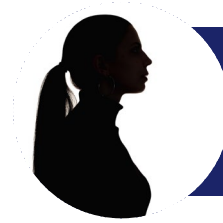
My A1C finally dropped because I stopped missing refills—NCFM’s in-house pharmacy kept me on track.”



With iSaved™, my inhaler costs less than lunch—I’m not choosing between bills and breathing



They synced my blood pressure meds with my other medications and put me on auto-refill. For the first time, I’m never out.



iSaved™ made my brand medication affordable, so I no longer have to stretch a 30-day supply to 60 or 90



When depression made it hard to leave home, delivery kept me adherent—and the pharmacy check-ins reminded me I wasn’t alone



After my hospital stay, the pharmacist reconciled my meds and delivered everything the next day—I avoided a scary mix-up



ADVOCATE™
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



Provider Voices



With real-time pharmacy feedback, I can see which of my patients are adherent—and intervene faster when they're not



Our clinical pharmacist caught a drug interaction and spoke directly with me so we could correct it immediately



Because the pharmacy team shares refill data, I now use each patient visit to reinforce adherence, not just refill prescriptions



The iSaved™ program has taken away the financial barrier that kept so many of my patients from staying on therapy.



When our pharmacy delivers, I know my patients actually have their meds in hand—that changes outcomes. And, that's not possible with chain pharmacies or other outside pharmacies



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA

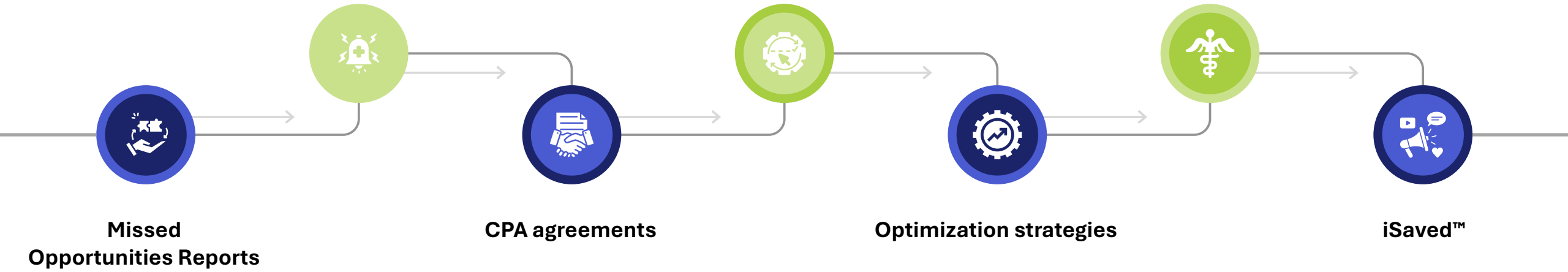


Roadmap

Refill Rescue™

Auto-Fill/Auto-refill

Marketing strategies



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



What is iSaved™?



Patient-Focused

Covers co-pays for eligible prescriptions, reducing out-of-pocket costs.



Chronic Disease Support/Management

Designed for long-term adherence and compliance improvement.



Compliance-Driven:

Structured to meet HRSA and payer requirements while boosting adherence.



Proven Impact:

Increases refill rates, reduces abandonment, and keeps patients on therapy.



Marketing Advantage:

Used as a creative way to promote the pharmacy through patient spotlights and success stories.



Revenue Growth:

By improving adherence and capturing more fills in-house, iSaved™ directly drives 340B savings and pharmacy-generated revenue.

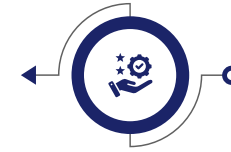


Patient



Pharmacy

Provider



Better Outcomes



ADVOCATE
EDUCATE
ELEVATE


Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA



Compliance First



HRSA audit-ready playbook



**340B internal audit playbook
Collaborative Practice Agreement**



iSaved™ protects compliance while supporting adherence



ADVOCATE
EDUCATE
ELEVATE

Virginia Community Healthcare Association Annual Conference
September 24-26 • Roanoke, VA





LET'S CONNECT + GET YOUR FREE REPORT

Your Hidden Revenue Is Waiting

Free Missed Opportunities Report offer

**When patients win, revenue follows —
and when revenue grows, the mission
thrives.**



Scan me

Scan the QR code to request your Missed Opportunities Report

 Free |  No PHI |  Fast Results