

|APEX 2026 · June 18

Beyond dispensing: building a **sustainable** pharmacy revenue engine.

The Path to Sustainable Growth

Today's speaker



Adam Parker

Pharmacy Sales & Success Manager

Adam has helped dozens of independent pharmacies launch and scale paid clinical services, with deep hands-on work in Michigan MTM, point-of-care testing, and AI-supported documentation.

The Opportunity

There are forces **compressing**
the dispensing **margin**.

\$50B+

PBM fees &
clawbacks

-40%

Volume shifting
online

+25%

Operating cost
growth

\$8

Avg gross margin on a
prescription

VS.

\$40-120

Avg reimbursement on a **single**
Evaluation and Management visit

Revenue At Scale

Monthly clinical revenue grows with program maturity.

NEW PROGRAM

\$4.3K

PER MONTH

\$51K+ annual

GROWING PROGRAM

\$8.6K

PER MONTH

\$103K+ annual

MATURE PROGRAM

\$25K

PER MONTH

\$300K+ annual

The Maturity Curve

Profit grows as the operation scales.



THE END STATE

+20–30%

Operating Profit Lift

+5–10%

Top-line Revenue Lift

Why Pharmacies Win

Cheaper, closer, and seen more often.

5.5×

More affordable
than an emergency
department visit

~2×

Patients visit
a pharmacist
vs. their Primary
Care Practitioner

90%

Of Americans
live within five
miles of a
pharmacy

Pharmacists rank in the top 2 most trusted professions

Source: Gallup

The Operational Reality

01 Contracting & Credentialing

- 3–6 months per provider, per payer
- NPIs, CAQH profiles, re-attestation every 90 days
- One missed renewal kicks you out of network

02 Medical Billing

- 837P claim format, not NCPDP
- CPT & ICD-10 coding, payer-specific edits, denial management
- 15–20% first-pass rejection without dedicated infrastructure

03 Workflow

- Clinical services don't fit in the dispensing queue
- Scheduling, intake, documentation, follow-up, all new functions
- Has to work without adding headcount

04 Patient Awareness

- Patients don't know their pharmacist can treat strep, prescribe contraception, manage A1c
- In-store vs. online marketing tradeoffs
- Inbound vs. outbound campaign mix

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What would it take to launch clinical services at your pharmacy this year?

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