

Beyond Dispensing: Clinical Revenue

APEX 2026



Our Story – Started in 2023



Dr. Parth Parikh

The Pharmacist

USC Pharmacy School



**Owner of 2 Independent pharmacies in
California**

Memberships

CPhA

CPESN Luminary (2022)



Viral Mehta, MBA

The Technologist

Computer Science from UCI, MBA from CSUF



Digital Transformations at:



First American

Technology & Integrations Innovations:



Pharmacy Challenges



**Declining Insurance
Reimbursements**



**Underutilized
Pharmacist Skills**



**Confusion Around Medical
Billing**



**Fragmented Tools and
Manual Work**

Medical Billing Is The Way



Dispensing

\$10 – \$25 per visit

Clinical Revenue

Get paid for work
you're already doing.

Clinical

\$50 – \$150 per visit (+ Rx)

Clinical Revenue:

Missing Vaccines, MTMs, &
AB 1114 Services, RPM, CCM,
RTM, Diabetes Education

SOLVES:

- ✓ Declining reimbursements
- ✓ Under utilizing pharmacist skills

Real Results, Not Just Theory.

\$500,000+
Non-dispensing revenue
Per month

In clinical claims reimbursed for independent pharmacies using RxBB without them
having to change their workflow



But it's complex



Access & Setup

- **Contracting & Credentialing** with payers
- **Eligibility Checks** – knowing who to bill
- **Insurance cards** carry the medical billing info
- Each payer differs (BCBS 3-letter prefix, UHC location code rules, etc.)



Medical Billing Knowledge Required

- CMS-1500, 835/ERA, EOB, 837, 277 forms
- CPT, ICD, location & modifier codes
- Which services to bill and who to bill
- Good clinical documentation



Cash Flow & Timing

- **30-90** days to get paid
- **Denials vs. rejections** — and the difference matters



Ongoing Operations

- **Reconciliation & claim tracking**: complex and time-consuming
- Constant **follow-up** on outstanding claims

Who is RxBB?



Secured &
Integrated
Platform



Innovative &
Knowledgeable
Team



Independent
Software



California Based
Company



Clinical Billing – All In One

Service-based billing



Medication Therapy Management (MTM)



Vaccines



Point of Care Testing (POCT)



AB 1114 Services
(CHW, Smoking Cessations,
Hormonal Birth Control, Naloxone,
Travel health, etc.)

Product -based billing



DME Billing
(Strips, CGMs,
Diabetic shoes,
etc...)



Part B Billing



Speciality Drug Billing



AB 317, LAIs And More...

Pharmacy Performance & Success Overview

Financial Impact

Successfully driving revenue through diversified billing streams including First-Fill Antibiotics, Vaccines, and General Consultations.

Operational Optimization

Streamlining ERA enrollments with major payers (e.g., Cigna, UHC, Wellmed) to ensure consistent payment processing and minimize manual paper EOBs.

Strategic Growth

Leveraging the RxBB platform's eligibility checker and opportunity dashboard to prioritize high-value payers while automating the submission of direct bill consultations.

Actionable Roadmap

Maintaining weekly/bi-weekly follow-up plans to address credentialing gaps, resolve denial codes, and map new NDCs to expand billable scenarios.

Continuous Improvement

Utilizing platform feature requests and custom template creation to reduce administrative burden and increase workflow efficiency for pharmacy staff.

We make it easy

Clinical Assistant

Live



Clara AI

AI recommends interventions while you're with the patient

Documentation

Live



Grace AI

Generates compliant documentation from your conversation

Insurance Finder

Live



Ava AI

Confirms coverage before you waste time on a claim

Claim Auditor

Beta



Jasmine AI

Reviews and submits error-free claims automatically, reducing rejection risk.

Revenue Rescue Expert

Beta



Elena AI

Analyzes denials and underpaid claims. Assists with resubmissions so you get paid



Zero revenue leaks. Complete peace of mind.



We have you covered



Billing Opportunities

\$834

Medi-Cal MTM
per year

\$33

First Fill
per encounter

\$30

Med Sync
per month

\$33

B12 Consults
per encounter

\$20 – \$120

Vaccine Consults
per encounter

And more opportunities...

- ✓ CGM
- ✓ DME
- ✓ DSME (Diabetes Education)
- ✓ DPP (Diabetes Prevention)
- ✓ Smoking cessation
- ✓ Hormonal Contraception
- ✓ Telehealth
- ✓ VFC
- ✓ Travel Health
- ✓ Opioid Reversals
- ✓ HIV PrEP/PEP

Trusted by Owners

"RxBB has been our most responsive business partner over the past two years. Their flexible platform, outstanding support, and innovative approach have improved our workflow significantly, especially through streamlined eligibility checking."

Jarrett Pelzel, CPhT

Hometown Pharmacies, LTD - TX



"RxBB is our 4th TSP vendor for medical billing and DME, and has the best customer service we've experienced so far. They've made onboarding easy, customized their platform for us, and respond promptly."

Hayden Vogler, PharmD

Martin Tipton Pharmacy - TX



"Since working with RxBB, we have gained much better visibility into the medical billing side of pharmacy services — and have been able to begin building workflows around clinical opportunities we previously were not pursuing."

Douglas Gage, PharmD

Brookshire Bros. Pharmacy of Kirbyville
- TX



Thank you

Start your non-dispensing Revenue Journey with us

