

Powering One of the Nation's Largest Pharmacy Chains to Improve Medication Adherence with WestCX

westcx



Delivering nearly 2x higher patient engagement and measurable gains in pharmacy efficiency through automated outreach.

A Decades Long Partnership Focused on Pharmacy Success

For nearly 20 years, the retailer has partnered with WestCX to strengthen pharmacy communications and operations. What began as a voice-based outreach program has become a core part of the company's patient engagement strategy, improving pickup rates, medication adherence, and operational efficiency across 1,700 pharmacy locations.

Addressing Core Pharmacy Challenges

In pharmacy operations, medication adherence and return-to-stock rates directly impact both health outcomes and business performance. When patients fail to pick up prescriptions within 14 days, medications must be returned to inventory, leading to lost revenue, wasted labor, and lower satisfaction.

Nationally, only about half of patients take medications as prescribed. To address this, the retailer sought a partner that could improve adherence without increasing staffing demands.

The Solution: Scalable, Automated Outreach

Using the WestCX Outreach platform, the retailer automates millions of patient reminders each month. The system delivers timely notifications for prescription pickup reminders, helping patients stay on track while easing staff workload.

Key capabilities include:

- Automated voice notifications** for prescription pickup reminders
- Integration with pharmacy management systems for seamless workflows
- Real-time performance insights** to refine campaign timing
- Consistent, branded patient communications** across 1,700+ pharmacy locations

Aligning outreach programs with the retailer's business and compliance goals has resulted in consistent improvements in medication adherence and operational efficiency.

Case Study

Patient engagement and timely prescription pickups

Profile Organization Type

Leading U.S. grocery and pharmacy retailer

Size

Over 2,200 grocery stores, including 1,700 with in-store pharmacies

Relationship

20 years



Delivering Results in Medication Adherence and Pharmacy Productivity

The partnership continues to strengthen the retailer's ability to meet critical pharmacy metrics:

✓ Higher patient engagement

Outbound calls achieve roughly 21% live answer rates, nearly double the industry average of 11% for automated outreach.

✓ Improved medication adherence

Timely reminders encourage better adherence, resulting in stronger health outcomes and sustained patient satisfaction.

✓ Reduced return-to-stock rates

Consistent communication ensures more prescriptions are picked up within the required 14-day window, minimizing lost revenue and ensuring better use of staff time.

✓ Greater efficiency

Automating outreach frees pharmacists from manual reminder calls, allowing more time for patient care.

These programs reduce lost revenue from returned prescriptions, lower labor costs tied to manual outreach and strengthen customer loyalty through reliable communication.

The retailer also values WestCX' deep industry experience, giving them confidence that outreach programs directly support business and patient outcomes.

Looking Ahead: Expanding Digital Engagement

As part of its continued evolution, the pharmacy is partnering with WestCX to expand its digital engagement strategy through new channels, including Engage, WestCX' conversational AI solution. This next phase will introduce two-way messaging and deeper integration with the retailer's digital wellness apps, enabling self-service options such as refill requests, personalized medication reminders, and appointment scheduling.

The addition of intelligent, conversational engagement will give patients more flexibility and control over how they manage prescriptions and communicate with their pharmacy. Together, these efforts will meet patients where they are and unify communications within a single intelligent platform that provides a 360-degree view of patient interactions.

After nearly two decades of collaboration, the retailer continues to rely on WestCX as a strategic partner, combining engagement technologies and deep pharmacy expertise to improve adherence, streamline operations, and elevate the patient experience across every channel.



WestCX is the parent company of Televox and Mosaicx, bringing all solutions together under a single, unified brand.