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INDEPENDENT
PHARMACY
COOPERATIVE

CASE STUDY:

How Liberty Drug Store
Uncovered Hidden Profits
without Adding More Work



A STRATEGY FOR LONG-TERM SUCCESS



For Matt Blalock, owner of Liberty Drug in Liberty, Mississippi, success wasn't about working longer hours. It was about finding practical ways to recover lost revenue, improve margins, and make smarter business decisions without adding more work for his team.

By leveraging IPC tools and resources, Matt uncovered opportunities that were already there, helping his pharmacy operate more efficiently while continuing to provide the personalized care his community has trusted for generations.

“Margins are razor thin now. Every dollar counts.”



MEET MATT BLALOCK

A Pharmacy That's Been Serving its Community
for More Than a Century

Liberty Drug Store at a Glance

- Serving Liberty, Mississippi since **1903**
- Matt purchased the pharmacy from his father in **2022**
- Store averages between 250-300 prescriptions per day
- Operates with a team of **6-8 employees**

Liberty Drug is a community gathering place where relationships still matter. When patients call, they speak with a real person, not an automated system.

For Matt, maintaining that level of service while improving profitability is critical to long-term success.

“We meet our customers where they are, with the personal touch they expect from their hometown pharmacy.”

THE CHALLENGE

Every Dollar Matters

Like many independent pharmacy owners, Matt wasn't looking for more things to do. He wanted to find solutions that deliver meaningful results without creating more work for an already busy team.

Goal:

- Improve Profitability
- Recover Lost Revenue
- Serve Patients Better

How:

- Make smarter purchasing decisions
- Streamline daily operations

The problem wasn't a lack of opportunities, it was identifying the right partner and committing to making it work.



THE SOLUTION

Three Simple Ways Liberty Drug Improved Performance

Goal 1: Improve profitability by Making Better Purchasing Decisions

As part of a strategy conversation with Lisa Hawkins from IPC Member Performance, Matt explored ways to better manage purchasing decisions, optimize contract performance, and improve overall profitability. After reviewing multiple compliance tools, he began using Pharmacy Marketplace to compare supplier pricing, access secondary purchasing opportunities, and identify savings opportunities more efficiently.

Small savings every day adds up to big savings every year.

What Pharmacy Marketplace is helping him do:

- Compare costs in one place
- Identify competitive purchasing opportunities
- Find additional savings without sacrificing compliance
- Build orders quickly and efficiently
- Access secondary wholesaler purchasing opportunities through a single platform
- Compare pricing across suppliers and quickly identify the best value for the pharmacy

DID YOU KNOW?

IPC provides tools and resources that help independent pharmacies optimize purchasing, improve contract performance, recover revenue, and strengthen patient engagement.

Over the past year, **Matt has saved \$31,533** through Pharmacy Marketplace by maintaining compliance with his primary wholesaler and strategically utilizing IPC as a secondary wholesaler.

“Pharmacy Marketplace is a way that you can manage costs, find the best deals in one place, access secondary wholesalers, and compare costs.”

GOAL 2: Recover Revenue Through PBM Appeals

This became one of Liberty Drug Store's biggest opportunities.

Before

- Had never submitted a PBM appeal
- Potential revenue was being left on the table

After

- Approximately **30 minutes of training**
- Submitted his first appeal the same day
- Nearly **100 appeals submitted within three months**

What once felt intimidating quickly became part of the pharmacy's normal workflow.

"It's been really lucrative. In the last 90 days alone, we've recovered \$4,600 through PBM appeals."



Beyond Appeals: Optimizing Every Dollar

Matt also uses IPC tools to better understand where his pharmacy stands against contract compliance measures and purchasing requirements.

By having better visibility into purchasing activity, Liberty Drug can make more informed decisions about where products are purchased and how those purchases impact overall profitability.

"[Pharmacy Marketplace] has tools where you can see where you're at as far as compliance with your contract, making it very easy to know what you can spend, where you can spend it, and squeeze every last cent out of every dollar you can."

GOAL 3: Serve Patients Better Through Effective Communication



Matt believes independent pharmacies succeed by building strong relationships with their patients. As prescription volume grew, he wanted a more efficient way to communicate with patients while maintaining the personalized experience Liberty Drug Store is known for.

Nimble provided a simple solution, allowing patients to order, sign, and pay for prescriptions online while giving the pharmacy new ways to communicate, improve convenience, and support patient engagement.

Benefits Included

- Prescription ready notifications
- Refill reminders
- Two-way communication
- Customizable patient preferences

The result? Patients receive information the way they want to receive it, while staff spend less time making manual outreach attempts.

“I find Nimble to be very useful in communicating and reaching customers in a new way.”

By meeting patients where they are, Liberty Drug strengthened engagement while maintaining the personal service their customers value.



THE RESULTS

What Changed for Liberty Drug Store?

01

Improved Profitability with Purchasing

Through Pharmacy Marketplace, **Matt saved more than \$31,533** while maintaining compliance with his primary wholesaler and strategically utilizing IPC as a secondary wholesaler, all within his existing workflow.

02

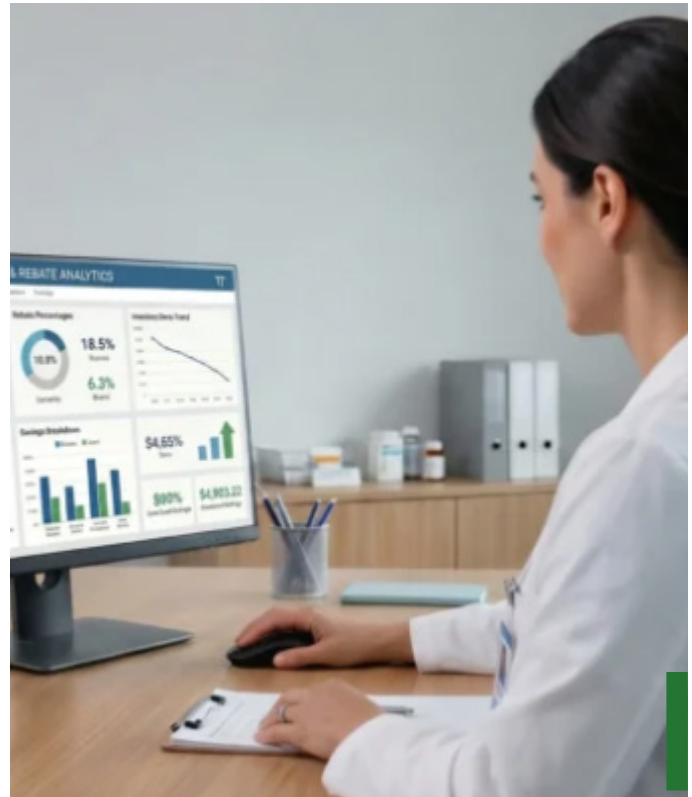
Recovered Lost Revenue

After a brief training session, Matt and his team began submitting PBM appeals and recovered approximately **\$4,600 in 90 days**.

03

Served Patients Better

Through Nimble, Liberty Drug Store improved patient communication and convenience through prescription notifications, refill reminders, and online prescription management.



“[IPC] helps us get good deals with our contracts and rebates and squeeze every last cent out of every dollar.”

WHAT TO DO NEXT

Start by identifying one area of your pharmacy where profitability can be improved. Like Matt, focus on the goals that matter most to your business. Whether it's reducing costs, recovering lost revenue, improving patient retention, or streamlining operations, IPC can help uncover opportunities that support a stronger, more sustainable business.

Learn more at www.ipcrx.com.

