

# WAY 3

## Discover the RMS Difference

**Become more profitable and customer-centric with RMS' holistic point-of-service-based approach.**

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Founded: 1998

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### Company Background

Founded in 1998 with a mission to help pharmacies understand and use technology-based tools to run a successful business, Retail Management Solutions is now one of the most respected POS providers in the industry.

RMS has always been at the forefront of pharmacy industry innovation. RMS customers were the first in the nation to have electronic signature capture, and the pharmacy interfaces formed an industry-standard that remains in use today. RMS was also the first to offer mobile solutions for pharmacies, creating the opportunity for pharmacies to expand services to curbside pickup and home delivery.

Today, the list of RMS innovations is constantly growing. But we know it takes more than software or hardware to run a successful pharmacy. We're constantly striving to help our customers become more customer-centric and more profitable with our comprehensive solutions and turn-key training programs.

### Product Overview

RMS is not a point-of-sale company. We consider ourselves a point-of-service company. A seemingly small distinction, but one that makes a world of difference. Our holistic approach is composed of four major components: software, hardware, training, and support. Each component plays an important role.

#### ■ Software

RMS' software solutions are comprehensive, scalable, flexible, and easy to use. Our software programs and over 30 pharmacy system integrations go beyond the basics of what you might expect from a POS system.

The latest POS solutions from RMS includes our NutriButler program. NutriButler is built to improve customer centricity and profitability with integrated therapy recommendations based on prescription induced nutrient depletion.

WillCall by RMS saves time, and your wallet by using built-in functionality to batch multiple prescriptions into a single bag. Scan a single barcode at checkout for faster transactions and no left behind prescriptions.

SafeSign is a new way to capture signatures using your customer's smartphone. This contactless solution keeps patients and staff safe by eliminating the use of the signature capture device.

These new innovations expand on more traditional, but still valuable POS options. Integrated Customer Loyalty aids you in strengthening customer relationships, including advanced promotion and reward options that you can customize to suit your needs. You can also support charitable giving easily through any RMS system, strengthening your ties with the community you serve. Streamlining pharmacy operations is no small task. Point-of-sale applications extend beyond the customer interaction to help you run your business more efficiently.

For pharmacies managing retail departments, RMS' inventory management solutions open the door for advanced management of front-end products. Wholesaler interfaces allow automated price updates and a streamlined purchasing and receiving process. Integrated shelf labels keep your shelf prices and system prices in sync. And advanced product reporting can help you reduce overhead costs by identifying products that aren't selling, enabling you to take a more agile approach to the products you carry and make the most of your retail space.

A host of additional reports, both canned and customizable, are also available from cash management, to employee performance, to A/R balances, and more. RMS systems give you the data you need to drive important decisions and run a more profitable and efficient pharmacy.

#### ■ Hardware

Our flexible hardware options mean that there's an option for every scenario. Sales can be processed in many different ways to meet the unique needs of your pharmacy. Whether you need standard retail lanes, an option for drive-thru payments and signatures, curbside pickup solutions, or an easy way to track home deliveries, you can mix and match to create the perfect modern technology scheme.

#### ■ Training

RMS' training programs are tailored to the needs of your pharmacy. In addition to product training and expert implementation, customers can choose one of our outcome focused approaches. RMS Boost focuses on ways to make your pharmacy more profitable and the RMS Care training program puts an emphasis on customer-centricity. If you're not sure where you're at, the CLIMB checkup will help you evaluate and create a road map to reach your goals.

#### ■ Support

Every RMS customer has access to our 24 hours, seven days a week support line staffed by a team of U.S. based support specialists.