



PHARMACY CONCIERGE

A GUIDE FOR INDEPENDENT PHARMACY OWNERS

The Pharmacy Concierge Guide.

How independent pharmacies are getting their phones, and their counters, back.

Every call answered. Every refill handled. Your staff stays at the counter.

Built with owners • Priced by owners • Roadmap by owners

START HERE

You don't need another all-in-one.

The instinct is to look for one system that does everything. It feels like more value. But the phone is the one place where a bad experience does not cost you a click. It costs you a patient. It is also the hardest part of your operation to get right.

An all-in-one platform does a dozen things adequately. **The Pharmacy Concierge does one thing exceptionally: the conversation your patients have when they call.**

THE ALL-IN-ONE

Ten features, spread thin. The phone, the part that faces your patients, is rarely the one done well.

THE CONCIERGE

The patient-facing call, done exceptionally. Every other tool built on top of that foundation.

Three years on the phone. Now in the pharmacy.

We have spent three years making one thing sound and feel right: the live conversation, for the people who matter most to your business, your patients. We brought it into the pharmacy and proved it in real stores. It is **built with owners, priced the way they asked, and the roadmap is theirs to shape.** Specialist first. Everything else after.

THE PROBLEM

Your phones are burying your team.

From the moment the lights come on until the doors close, the phone does not stop. Technicians run across the pharmacy to grab the next line. Pharmacists pause complex fills to pick up. Patients standing at the counter wait while someone explains, again, that yes, the store is open until six.

Most of those calls do not need a person. About **60 to 80 percent are routine**: refills, "is my prescription ready," hours. They are resolvable in under a minute, and they displace the work that actually needs a pharmacist.

60-80%

Of inbound calls are routine and resolvable in under a minute.

70%

Of after-hours callers hang up without leaving a voicemail.

\$3-5k

Lost revenue per year for every patient who quietly switches.

The visible cost is staff time. The harder cost is underneath it: the after-hours callers who hang up and never call back, the peak-hour overtime, the errors created when a tech is interrupted mid-task. The phone has quietly become the enemy of the relationship you built your pharmacy on.

"There were times every single one of our nine phones was being used. That doesn't leave too many to help the customer. And that's priority number one."

Travis Covey · Co-Owner, USave Pharmacy (North Platte, NE)

THE PROOF · STORE ONE

USave Pharmacy. North Platte, Nebraska.

USave Pharmacy · North Platte, NE

Co-owners: **Bill Snodgrass, Travis Covey & Anne Maciejewski**

PMS: **PioneerRx**

In the store: **8 months**

Daily: **~1,400 Rx · 400-600 calls**

Bill and Travis watched a person on every one of nine phones while patients at the counter waited. Their instinct, in Bill's words: "We always wanted to be first into the market, not last." The Concierge has handled their calls every day since. Phones at the counter rarely ring now. Saturdays, once the worst, run quietly.

8 months

In their store, handling calls every day.

400-600

Calls handled per day by the Concierge.

~\$2,270

Estimated monthly savings. ROI typically inside 30 days.

If it works here, it works for your patients.

These are older, rural patients in western Nebraska, the patients least likely, on paper, to warm to a voice on the phone. They warmed to it. One regular liked the Concierge (the team named her Marissa) enough to stay on the line and chat after every refill. **If it works for this patient list, in this town, for eight months straight, it works for yours.**



[Watch the case study →](#)

THE PROOF · STORE TWO

USave Pharmacy. Grand Island, Nebraska.

USave Pharmacy · Grand Island, NE

Owner: **Scott**

PMS: **Liberty Software**

Result: **Same as North Platte**

A second store. A different pharmacy system. The same result. On Liberty Software, the Concierge took the phone load off Scott's team the way it did in North Platte, which matters for one reason: **it proves the result is not tied to one store, one town, or one PMS.** If you run PioneerRx or Liberty, you have already seen it work.

"We only had three people on staff yesterday, and we didn't fall behind once."

Scott · Owner, USave Pharmacy (Grand Island, NE)

"The phone rang three times in a row the other day. It never does that anymore."

Scott · Owner, USave Pharmacy (Grand Island, NE)

WHAT IT DOES

A real conversation, not a phone tree.

The Concierge answers every call, 24/7, in a natural voice. It is connected directly to PioneerRx and Liberty Software, so it does more than route a caller. It completes the work the caller is calling about, and writes the refill into your system before the call ends. There are no menus. Anyone can reach a person the moment they ask.

Prescription Refills

Handles the refill even when the caller does not have an Rx number. Queues it straight into your system.

Status Checks

Real-time lookup. "Is it ready?" answered in seconds.

Intelligent Routing

Pharmacist-only calls transfer to your team with full context.

Hours & Location

The routine questions answered without any staff time.

New Rx Intake

Doctor's office calls captured and queued for the team.

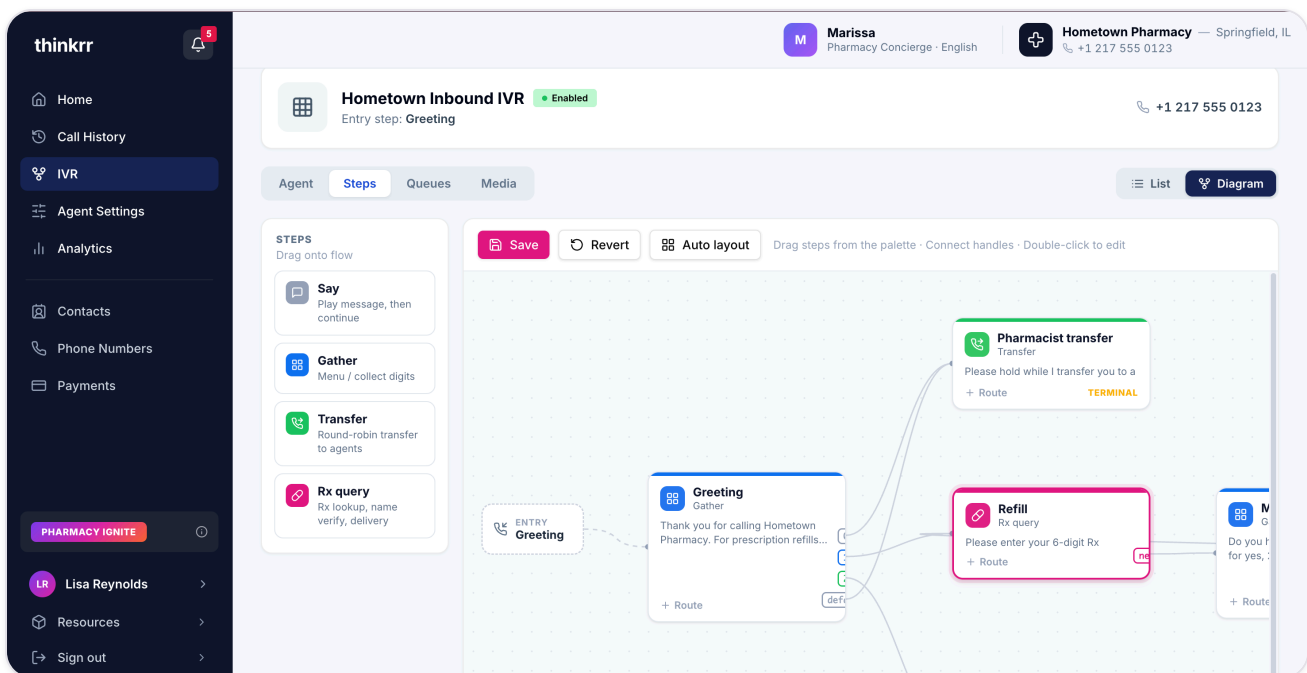
English & Spanish

Bilingual on every call. No menu, no transfer, no wait.

YOU'RE IN CONTROL

It replaces your IVR. And you own the flow.

The Concierge is the whole phone system, not a layer you bolt on top of an IVR you are already paying for. **Your IVR is included, so there is no double-paying.** Build and adjust the call flow yourself: greetings, menus, pharmacist transfers, refill lookups. You decide how much the Concierge handles and how much routes the traditional way. That split is a cost lever you control, not a fixed price you get handed.

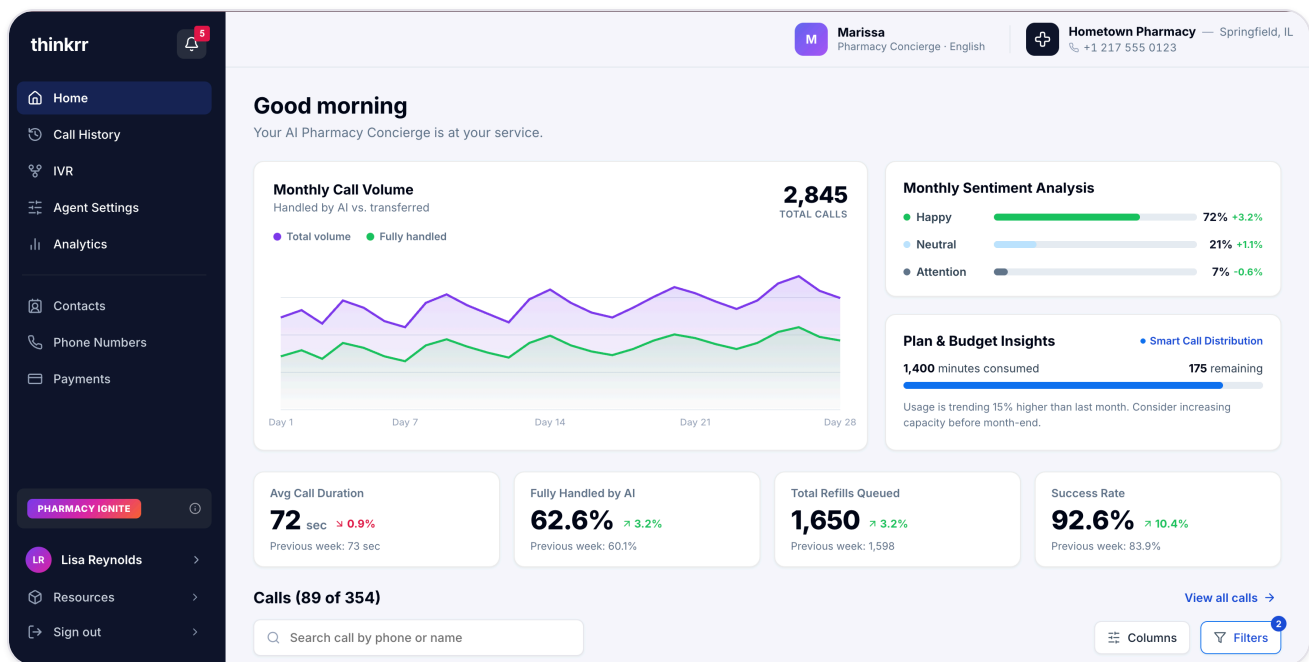


Build your call flow visually. Greeting, transfers, refill lookups, all adjustable any time.

SEE EVERYTHING

Your phones, finally visible.

Every call, refill, and outcome in one place. Call volume by hour, how your patients felt, refills queued, minutes used, and how much the Concierge handled on its own. It is the visibility most pharmacies have never had on their busiest channel.



The morning dashboard: your whole phone operation at a glance.

NOTHING SLIPS THROUGH

Every call becomes a record.

Open any call and see exactly what happened. The recording, the full transcript, how the patient felt, and the outcome the Concierge delivered, all in one place.

- **Recording and transcript** for every call, start to finish.
- **Sentiment** scored, so you can spot the calls that need a follow-up.
- **Outcome** captured: refill queued, transferred, answered.
- **Flag or note** any call for your team in one click.

Jasmine Carter
+1 308 555 0167 · Jun 10, 2026 at 9:15 AM

Rx number
*****5678**

Disposition
Refill Queued

Duration
0:54

Sentiment
Happy

▶

0:54

🕒 OUTCOME

Queued refill for Rx ***5678 — ready Thursday 2:00 PM.

Transcript

Marissa · 0:00

Thank you for calling Hometown Pharmacy. I'm your AI concierge. How can I help you today?

Jasmine · 0:05

Hi, I need to refill my blood pressure prescription.

Marissa · 0:09

🚩 Flag for review

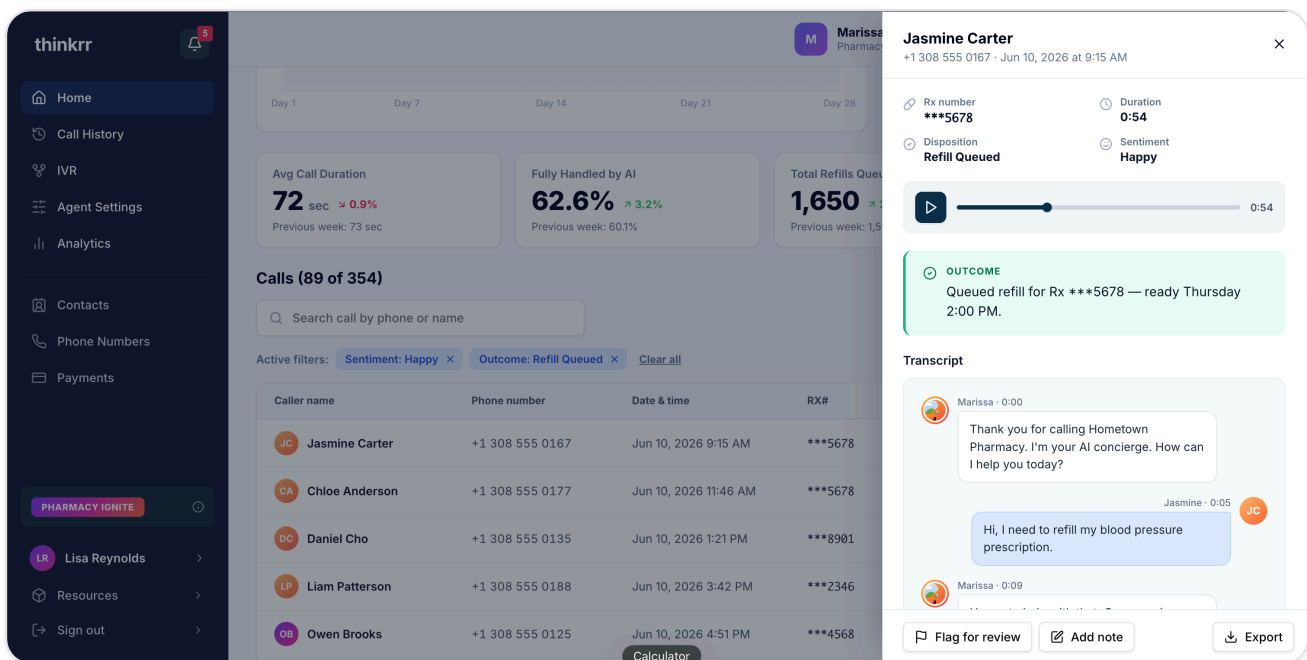
📝 Add note

📄 Export

FIND ANYTHING

Search any call in seconds.

Filter by outcome, sentiment, date, or patient name. The pile of sticky notes and "did anyone call back?" becomes a clean, searchable record the moment the patient hangs up. Nothing gets lost, and nothing has to be re-keyed.



The screenshot displays the thinkrr.ai Pharmacy Concierge interface. On the left is a dark sidebar with navigation options: Home, Call History, IVR, Agent Settings, Analytics, Contacts, Phone Numbers, and Payments. Below these are user-specific options for PHARMACY IGNITE, Lisa Reynolds, Resources, and Sign out. The main area shows a dashboard with three key metrics: Avg Call Duration (72 sec, +0.9% from previous week), Fully Handled by AI (62.6%, +3.2% from previous week), and Total Refills Queued (1,650, +1.2% from previous week). Below the dashboard is a 'Calls (89 of 354)' section with a search bar and active filters for Sentiment: Happy and Outcome: Refill Queued. A table lists recent calls with columns for Caller name, Phone number, Date & time, and RX#. The right panel shows a detailed view of a call for Jasmine Carter, including her contact information, call details (Rx number, Duration, Disposition, Sentiment), a transcript of the conversation, and buttons for Flag for review, Add note, and Export.

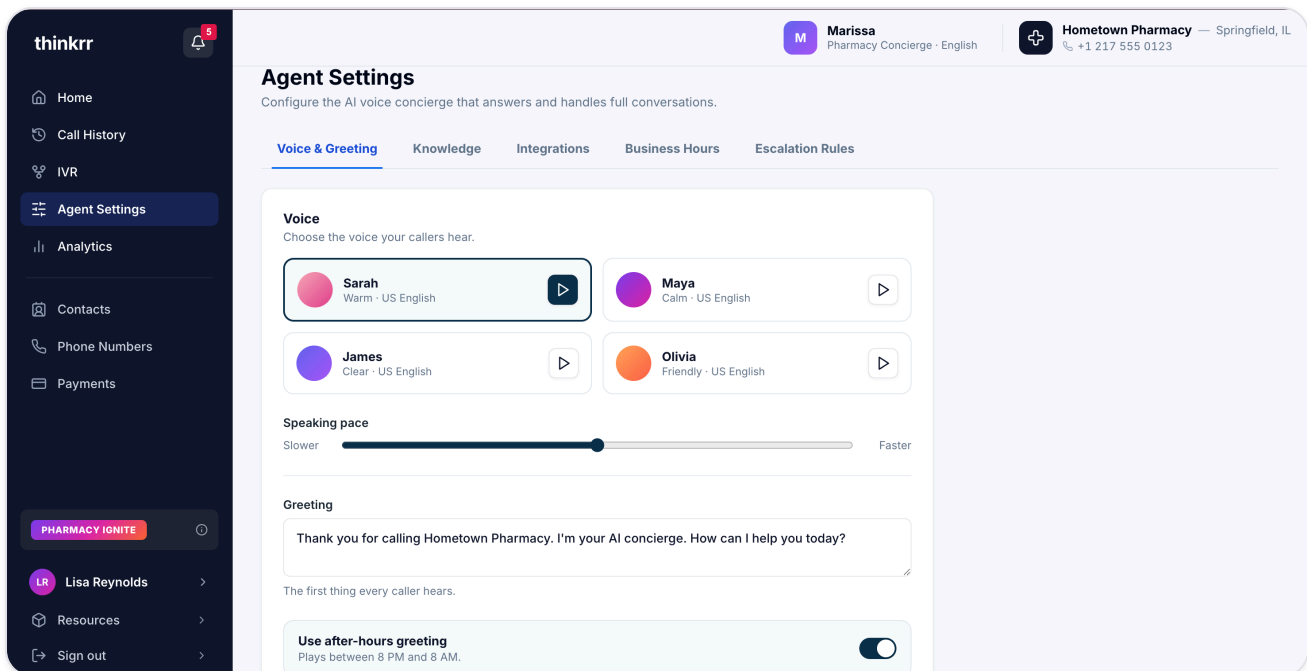
Caller name	Phone number	Date & time	RX#
JC Jasmine Carter	+1 308 555 0167	Jun 10, 2026 9:15 AM	***5678
CA Chloe Anderson	+1 308 555 0177	Jun 10, 2026 11:46 AM	***5678
DC Daniel Cho	+1 308 555 0135	Jun 10, 2026 1:21 PM	***8901
LP Liam Patterson	+1 308 555 0188	Jun 10, 2026 3:42 PM	***2346
OB Owen Brooks	+1 308 555 0125	Jun 10, 2026 4:51 PM	***4568

Every call, searchable and filterable, with the detail one tap away.

MADE YOURS

Your voice. Your greeting. Your hours.

Choose the voice your patients hear. Set the greeting in your own words. Define your hours, your escalation rules, and what the Concierge knows about your store. Built with owners means you shape how it sounds and how it behaves. It is your pharmacy on the phone, not a vendor's script.

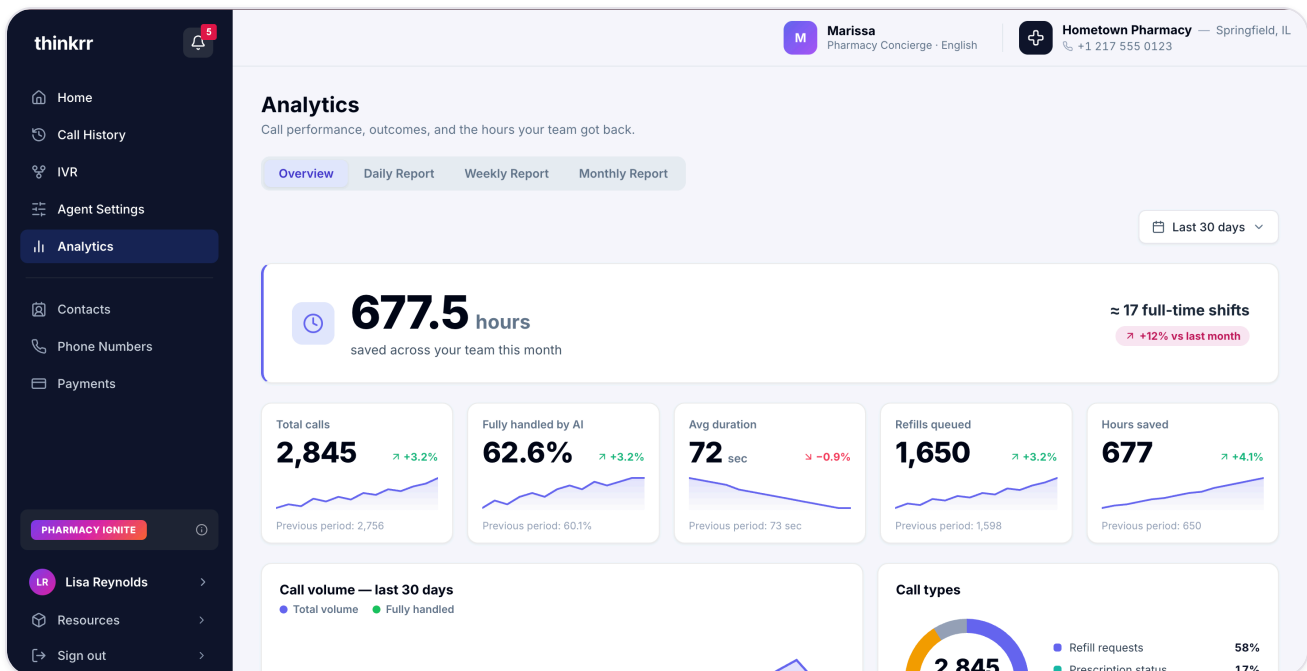


Pick the voice, set the greeting, control the hours. All yours.

THE PAYOFF

Hours handed back to your team.

This is the point of all of it. The Concierge hands your team back the hours the phone used to eat, hours they now spend with the patients standing in front of them. The dashboard puts a number on it every month: time saved, calls handled, and where your patients needed you most.



Time saved, calls handled, and outcomes, measured month over month.

WHY THINKRR

Built with owners. Priced the way they asked. Shipped fast.

Built with owners

Co-developed with Bill, Travis, and Scott, shaped by the operators who use it every day, not handed down by a vendor.

Owner-guided pricing

Month to month. No long-term contract. Try it at full strength, then decide how to use it.

Shipped fast

When owners ask for something, the roadmap is measured in weeks and months, not next year.

HIPAA Compliant

BAA signed at onboarding.

SOC 2

Type I certified, Type II in progress.

Your data stays yours

Never sold, never shared.

LIVE

Performance dashboard

Real-time visibility on your busiest channel.

SHIPPING

Modern IVR

A menu system built to pair with the Concierge.

NEXT

Outbound reminders

Refill reminders, MedSync, and follow-ups.

NEXT

Multi-channel

SMS and web chat, the channels patients already use.

Let's give your team their counter back.

Hear the Concierge handle real calls with a system like yours, and book your demo.

thinkrr.ai/pharmacies