

CASE STUDY

Flatirons Family Pharmacy

Overview

PHARMACY

Flatirons Family Pharmacy

LOCATION

Longmont, Colorado

CHALLENGE

Finding a user-friendly claims solution that provides transparency and eases administrative burdens

SOLUTION

eRecon

About Flatirons Family Pharmacy

Established in 2014, Flatirons Family Pharmacy is a community pharmacy serving customers in Longmont, Colorado, and surrounding areas. The pharmacy has adopted a functional medicine and wellness approach to patient care and offers pharmaceuticals, compounding, natural medicine, and consulting. Its staff has a combined 50 years of experience in the industry.



Challenge

As a community pharmacy owner, Jen Palazzolo, RPh, of Flatirons Family Pharmacy was struggling to strike a balance between managing business operations and focusing on patient care. Tracking reimbursements and chasing claims was time-consuming, particularly since she was also managing a full-time staff.

When it came to reimbursements, Palazzolo was experiencing discrepancies in claims payments. Underpaid claims were threatening her business.

When Flatirons Family Pharmacy first opened, Palazzolo relied on pharmacy software through a third-party service

provider to manage her accounts receivable. The process consumed a significant amount of time, leaving her feeling stretched to support both pharmacy staff and patients. She found that claim amounts input into the software program were often inaccurate—and the third-party service was unhelpful in troubleshooting discrepancies. Palazzolo also had difficulty distinguishing between primary payments and secondary copay card payments while using the software.

All these issues pushed Flatirons Family Pharmacy to find a more efficient and streamlined claims reconciliation solution.



"eRecon gave me a ton of time back during a period when I was the owner and full-time staffing the pharmacy. I was spending so much time with my pharmacy software and the company it used trying to figure things out and not understanding why nothing matched up. It wasn't a good fit for me."

Moving to AlignRx gave me time and peace of mind."

—Jen Palazzolo, RPh

Solution

In networking with peers, Palazzolo learned other pharmacy owners were using eRecon—AlignRx’s web-based claims reconciliation and accounts receivable solution—to accurately track and reconcile claims. Within a few weeks, she enrolled in AlignRx’s core PSAO services and eRecon. The eRecon team helped her to seamlessly transition her claims data and provided in-depth training on how to use the platform.

Palazzolo now uses eRecon regularly—especially to view payments outstanding for more than 60 days and to know where her pharmacy stands financially. She relies on her pharmacy’s dashboard to ensure her billed claims are accurate. The eRecon dashboard provides insight into outstanding, underpaid, or reversed claims as well as receivables itemized by month and day. The eRecon team also automatically processes 835 files and chases missing payments on behalf of Flatirons Family Pharmacy.

Today, Palazzolo contacts the eRecon team any time she has questions or needs additional guidance.

Impact

After implementing eRecon, Palazzolo has gained peace of mind knowing her claims reconciliation process is being effectively managed. She is able to track her pharmacy’s claims and know 24/7 where Flatirons Family Pharmacy stands from a cash-flow perspective. She can also easily distinguish the precise amounts and timeframes when her pharmacy has been paid for primary payments and secondary copay card payments. Overall, Palazzolo credits AlignRx with ultimately having more time to dedicate to her patients and pharmacy staff.

“I have always had amazing customer support from the eRecon team any time I needed it.

Things like accounts receivable and PBM contracts and payments can be a lot for a new owner who isn't familiar with the inner workings. AlignRx has always helped and got me what I needed. I'm much better at understanding my dashboard when I log in to eRecon and how to compare a claim in the dashboard with the information in my pharmacy software.”

—Jen Palazzolo, RPh



About eRecon

eRecon is the industry's leading claims reconciliation and accounts receivable solution built to manage third-party payments and receivables on prescription claims.

Accessible 24/7, this web-based platform brings full transparency to your pharmacy's finances—so you know claims are being paid accurately and on time.

eRecon Features

- Automated reconciliation of 835 data
- Hand-reconciliation of paper remits
- Chase service for tracking missing payments
- Monthly accounting reports with options for multi-pharmacy owners
- USA-based customer support team

**Learn more about AlignRx
and how eRecon can help
drive operational excellence
for your pharmacy.**

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