

Converting a Digital Non-Believer

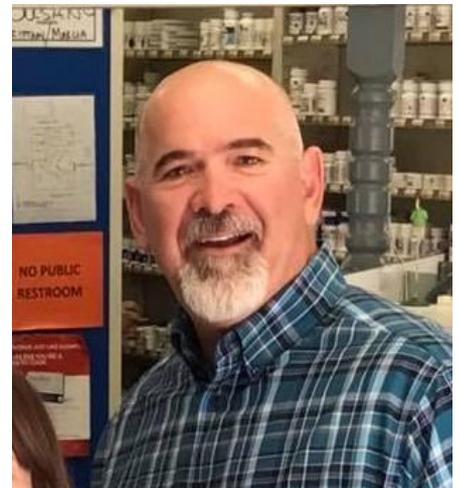
Doug Baker, who owns Baker Pharmacy in Cushing, Oklahoma, is like most pharmacists we work with - busy, highly experienced and of course, dedicated to his patients.

Doug, who is now a happy digital enthusiast, was a little resistant to creating a digital strategy. With the help of Digital Pharmacist, Doug changed his outlook and made the switch to digital solutions and never looked back.

"I don't like technology or messing with it so that explains quite a bit. And before going digital, business was good, so I wasn't looking to change anything," Doug expressed.

Doug says his outlook changed when he talked to his staff, *"They knew it would be a good move for us and they love to prove me wrong... We'll get a bunch of refills through the app which sends a fax to the pharmacy, my staff will grab the fax off the machine and say, 'oh really, no one would ever use the app?'"*

Baker Pharmacy has been redefined through its partnership with Digital Pharmacist. The best part is the simple fact that it **makes life easier**.



"It frees up people, the phones and it sets us apart because some people don't want to talk to people on the phone, and now we appeal to them too. Plus we get a ton of refills through the web and app", says Doug.

There are many people who don't believe digital tools will transform their pharmacy and community. When looking back at his previous mindset, Doug expressed that *"Things change and we have to adapt to that. And when you get comfortable or set in your ways, it's really easy to fall behind. So if you're not doing this, you're missing the boat. It's amazing how much time it will save."*

Baker Pharmacy continues to see a steady flow of digital refills. They receive on average more than 200 refills a month through their mobile app and HIPAA-secured website. The time saved from partnering with Digital Pharmacist is allocated to providing top-notch customer service to their in-store patients.

If you'd like to learn more about the Digital Pharmacist platform that Doug uses, we're happy to chat with you. Give us a call at 877-959-7550 or email us at connect@digitalpharmacist.com.