

PORTFOLIO ANALYSIS

# 12 Pharmacies Ranked

RETAILMYMEDS

| 12 Pharmacies Analyzed | Ranked by Qual-  
ification Score | Outreach Prioritization

## Executive Summary

This report ranks **12 independent pharmacies** by RetailMyMeds qualification score across three dimensions: Financial Fit (45%), Operational Readiness (30%), and Market Urgency (25%). The portfolio average score is **68/100**.

### KEY FINDINGS

- **8** pharmacies (67%) scored A or B — ready for immediate outreach or nurture
- Total addressable GLP-1 losses across portfolio: **\$128,374/month** (\$1,540,488/year)
- Average breakeven: **7 fills/month** at \$275/month subscription
- Grade A (Strong Fit): 4 pharmacies | Grade B (Good Fit): 4 pharmacies

### Grade Distribution

| Grade    | Count | % of Portfolio | Classification  |
|----------|-------|----------------|-----------------|
| <b>A</b> | 4     | 33%            | Strong Fit      |
| <b>B</b> | 4     | 33%            | Good Fit        |
| <b>C</b> | 2     | 17%            | Conditional     |
| <b>D</b> | 2     | 17%            | Not Recommended |

### Segment Breakdown

| Segment                | Count | % of Portfolio |
|------------------------|-------|----------------|
| <b>DIR Fee Squeeze</b> | 7     | 58%            |
| <b>MFP Cash Flow</b>   | 5     | 42%            |

### Outreach Priority Matrix

| Priority                  | Count |
|---------------------------|-------|
| <b>Immediate Outreach</b> | 8     |
| <b>Nurture</b>            | 0     |
| <b>Conditional</b>        | 0     |
| <b>Deprioritize</b>       | 4     |

**Immediate Outreach:** Score  $\geq 65$  + Urgency  $\geq 60$ .    **Nurture:** Score  $\geq 65$  + Urgency  $< 60$ .    **Conditional:** Score  $< 65$  + Urgency  $\geq 60$ .    **Deprioritize:** Score  $< 65$  + Urgency  $< 60$ .

## Full Portfolio Ranking

| #  | Pharmacy                  | Location         | Score | Grade | Fin | Ops | Urg | Mo. Loss | BEF |
|----|---------------------------|------------------|-------|-------|-----|-----|-----|----------|-----|
| 1  | Crescent Pharmacy         | New Orleans, LA  | 92    | A     | 96  | 91  | 86  | \$22,910 | 7   |
| 2  | Bayou Pharmacy            | Lafayette, LA    | 88    | A     | 88  | 91  | 86  | \$18,960 | 7   |
| 3  | Walker's Family Pharmacy  | Livonia, LA      | 87    | A     | 85  | 91  | 86  | \$16,590 | 7   |
| 4  | Gulf Coast Pharmacy       | Biloxi, MS       | 83    | A     | 78  | 87  | 86  | \$11,455 | 7   |
| 5  | HealthFirst Pharmacy      | Baton Rouge, LA  | 77    | B     | 75  | 87  | 70  | \$12,245 | 7   |
| 6  | Pelican Health Pharmacy   | Lake Charles, LA | 70    | B     | 68  | 76  | 66  | \$10,270 | 7   |
| 7  | Rivertown Apothecary      | Natchez, MS      | 70    | B     | 62  | 82  | 70  | \$7,900  | 7   |
| 8  | Capital City Rx           | Jackson, MS      | 67    | B     | 62  | 71  | 70  | \$8,690  | 7   |
| 9  | Delta Prescription Center | Greenville, MS   | 57    | C     | 55  | 62  | 53  | \$5,530  | 7   |
| 10 | Magnolia Drug             | Hattiesburg, MS  | 56    | C     | 55  | 67  | 44  | \$6,912  | 7   |
| 11 | Main Street Drug          | Shreveport, LA   | 37    | D     | 28  | 52  | 35  | \$3,752  | 7   |
| 12 | Pine Belt Rx              | Laurel, MS       | 35    | D     | 28  | 47  | 35  | \$3,160  | 7   |

Fin = Financial Fit, Ops = Operational Readiness, Urg = Market Urgency, Mo. Loss = Estimated Monthly GLP-1 Loss, BEF = Breakeven Fills/Month

## Top Prospects — Detailed Profiles

### #1 — CRESCENT PHARMACY

Score 92/100 (A)  
 Monthly GLP-1 Loss \$22,910  
 Breakeven 7 fills/month  
 Segment MFP Cash Flow

Location New Orleans, LA  
 GLP-1 Fills 580/month  
 PMS PioneerRx  
 Priority Immediate Outreach

### #2 — BAYOU PHARMACY

Score 88/100 (A)  
 Monthly GLP-1 Loss \$18,960  
 Breakeven 7 fills/month  
 Segment MFP Cash Flow

Location Lafayette, LA  
 GLP-1 Fills 480/month  
 PMS PioneerRx  
 Priority Immediate Outreach

### #3 — WALKER'S FAMILY PHARMACY

Score 87/100 (A)  
 Monthly GLP-1 Loss \$16,590  
 Breakeven 7 fills/month  
 Segment MFP Cash Flow

Location Livonia, LA  
 GLP-1 Fills 420/month  
 PMS PioneerRx  
 Priority Immediate Outreach

### #4 — GULF COAST PHARMACY

Score 83/100 (A)  
 Monthly GLP-1 Loss \$11,455  
 Breakeven 7 fills/month  
 Segment MFP Cash Flow

Location Biloxi, MS  
 GLP-1 Fills 290/month  
 PMS Liberty Software  
 Priority Immediate Outreach

### #5 — HEALTHFIRST PHARMACY

Score 77/100 (B)  
 Monthly GLP-1 Loss \$12,245  
 Breakeven 7 fills/month  
 Segment MFP Cash Flow

Location Baton Rouge, LA  
 GLP-1 Fills 310/month  
 PMS Liberty Software  
 Priority Immediate Outreach

### #6 — PELICAN HEALTH PHARMACY

Score 70/100 (B)  
 Monthly GLP-1 Loss \$10,270  
 Breakeven 7 fills/month  
 Segment DIR Fee Squeeze

Location Lake Charles, LA  
 GLP-1 Fills 260/month  
 PMS PrimeRx  
 Priority Immediate Outreach

## #7 — RIVERTOWN APOTHECARY

**Score** 70/100 (B)  
**Monthly GLP-1 Loss** \$7,900  
**Breakeven** 7 fills/month  
**Segment** DIR Fee Squeeze

**Location** Natchez, MS  
**GLP-1 Fills** 200/month  
**PMS** Liberty Software  
**Priority** Immediate Outreach

## #8 — CAPITAL CITY RX

**Score** 67/100 (B)  
**Monthly GLP-1 Loss** \$8,690  
**Breakeven** 7 fills/month  
**Segment** DIR Fee Squeeze

**Location** Jackson, MS  
**GLP-1 Fills** 220/month  
**PMS** PrimeRx  
**Priority** Immediate Outreach

## #9 — DELTA PRESCRIPTION CENTER

**Score** 57/100 (C)  
**Monthly GLP-1 Loss** \$5,530  
**Breakeven** 7 fills/month  
**Segment** DIR Fee Squeeze

**Location** Greenville, MS  
**GLP-1 Fills** 140/month  
**PMS** Other  
**Priority** Deprioritize

## #10 — MAGNOLIA DRUG

**Score** 56/100 (C)  
**Monthly GLP-1 Loss** \$6,912  
**Breakeven** 7 fills/month  
**Segment** DIR Fee Squeeze

**Location** Hattiesburg, MS  
**GLP-1 Fills** 175/month  
**PMS** Rx30  
**Priority** Deprioritize

# Methodology

## SCORING MODEL

Each pharmacy is scored on three weighted dimensions:

- **Financial Fit (45%)** — Monthly Rx volume, GLP-1 fills, estimated losses, government payer mix
- **Operational Readiness (30%)** — PMS system, staffing, owner engagement, tech dedication, routing experience
- **Market Urgency (25%)** — MFP drug exposure, DIR fee pressure, closure risk, competitive pressure, loss awareness

Overall score = (Financial × 0.45) + (Operational × 0.30) + (Urgency × 0.25). Grades: A ≥ 80 (Strong Fit), B ≥ 65 (Good Fit), C ≥ 50 (Conditional), D < 50 (Not Recommended).

## SEGMENT CLASSIFICATION

Pharmacies are classified by dominant pain point:

- **GLP-1 Loss Leader** — High financial fit score (≥ 70) without MFP exposure
- **MFP Cash Flow** — High financial fit score (≥ 70) with active MFP drug dispensing
- **DIR Fee Squeeze** — Lower financial fit, primary pressure from reimbursement compression

## OUTREACH PRIORITY

The priority matrix combines overall score with market urgency:

- **Immediate Outreach** — Score ≥ 65 and Urgency ≥ 60. High fit, high pain. Convert now.
- **Nurture** — Score ≥ 65 and Urgency < 60. Good fit but less urgent. Educate and follow up.
- **Conditional** — Score < 65 and Urgency ≥ 60. Pain exists but operational gaps. Address barriers first.
- **Deprioritize** — Score < 65 and Urgency < 60. Low fit and low urgency. Revisit later.

## ABOUT THIS REPORT

This portfolio analysis ranks pharmacies by RetailMyMeds qualification score to prioritize outreach and resource allocation. Individual pharmacy scorecards with detailed breakdowns are available on request.

|                     |                              |
|---------------------|------------------------------|
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