




Growth. Performance. Success.

NCPA 2025 ANNUAL CONVENTION



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**AI-Driven Pharmacy
Growth: Tools, Strategies,
and Industry Insights**

➤ **NCPA 2025 Annual Convention and Expo**



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Pharmacist and Technician Learning Objectives

1. Describe how AI can support physician engagement and grow the pharmacy's prescribing base.
2. Identify AI tools that streamline pharmacy operations, including data analytics, communication and workflow optimization.
3. Explain how AI can be used to inform product selection and improve profitability.
4. Summarize how pharmaceutical companies are using AI in drug discovery to accelerate innovation and reduce costs.



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What is AI?

- AI = machines mimicking human intelligence (learning, reasoning, language, vision)
- Works best on clean, structured data



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Buckets of AI

- Machine Learning (ML) → learns patterns, makes predictions
- Generative AI → creates text, images, video, code
- Natural Language Processing (NLP) → understands & processes human language
- Computer Vision → interprets images and video
- Speech / Audio AI → transcribes & generates human speech
- Robotic Process Automation (RPA) → automates repetitive, rules-based tasks
- Domain-Specific AI → tailored to industries (e.g., Dotti and Pharmacy Marketplace for pharmacy)

Timeline: From 1956 (Dartmouth Conference, term "AI" coined) → decades of hype cycles & "AI winters" → 2020s generative AI boom



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AI Tools You Already Know



- Text/Reasoning: ChatGPT, Claude, Grok
- Speech/Audio: Otter.ai, Talktastic
- Media: Midjourney, DALL-E, Sora
- Workflow AI: IVR automation, data entry bots (EncoreRx, TJM Labs), CRM (Dotti, Salesforce, Hubspot), PowerBI



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AI for Physician Engagement

- Objective 1: Grow prescribing base
- Tools you can use today: ChatGPT Plus for prescriber outreach, Grok for fast prompts
- Demo: Prompt ChatGPT → 'Write a professional email to a prescriber about our compounding expertise in dermatology'
- Benefits: saves time, consistent tone, scalable
- Strategies: be specific, review output for compliance



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AI for Operations & Analytics

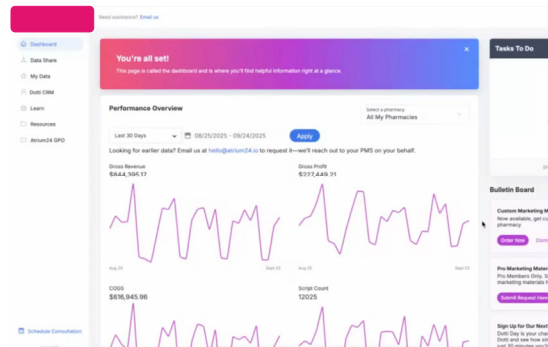
- Objectives 2 & 3: Workflow efficiency + profitability
- Everyday AI tools: Otter.ai → meeting transcripts, Talktastic → consult notes, IVR/data entry AI → reduce cost-to-dispense
- Challenge: Consumer AI = manual exports + PHI risk
- Solution: CRMS securely ingest nightly data feeds and clean them automatically
 - Sales & Marketing: Dotti CRM, Salesforce, Hubspot, etc.
 - Inventory Management: Pharmacy Marketplace
 - Data Entry: Encore & TJM Labs



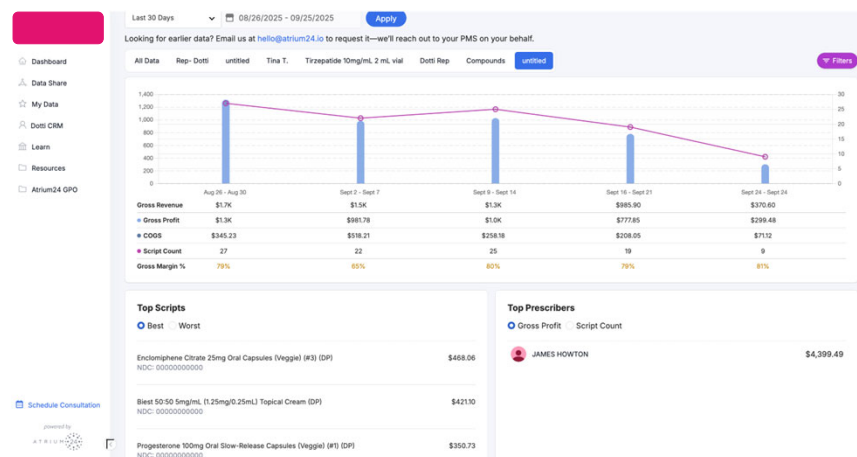
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One example of how AI can support operations: Example Setup: CRM + ChatGPT Workflow

- Prescriber focus: Dr. James Howton
- CRM Dashboard shows: \$13K* gross profit in recent scripts (demo example)
- Top compounds: Biest creams, Progesterone, Testosterone, Enclomiphene
- Transition → Let's use ChatGPT to turn this into outreach.



Example: Dotti Prescriber Data



Example: Detailed Prescriber Search

Detailed Search

Search Drug Name or NDC

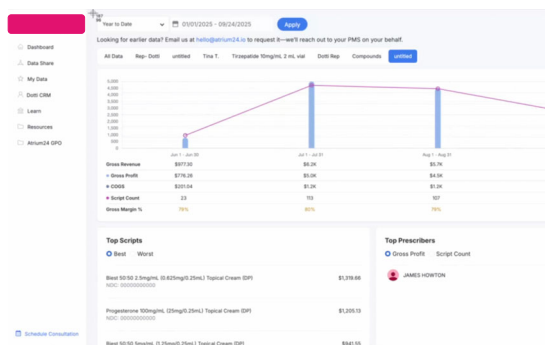
Drug Name	NDC	Gross Profit	Script Count
> Enclomiphene Citrate 25mg Oral Capsules (Veggie) (K3) (DP)	0000000000	\$459.06	3
> Biest 50-50 5mg/mL (1.25mg/0.25mL) Topical Cream (DP)	0000000000	\$421.10	8
> Progesterone 100mg Oral Slow-Release Capsules (Veggie) (P1) (DP)	0000000000	\$350.73	8
> Biest 50-50 2.5mg/mL (0.625mg/0.25mL) Topical Cream (DP)	0000000000	\$288.81	5
> Biest 50-50 3.75mg/mL (0.9375mg/0.25mL) Topical Cream (DP)	0000000000	\$274.17	4
> Progesterone 200mg Oral Slow-Release Capsules (Veggie) (K2) (DP)	0000000000	\$250.40	5
> Progesterone 100mg/mL (25mg/0.25mL) Topical Cream (DP)	0000000000	\$221.90	7
> Biest 50-50 1.5mg/mL (0.375mg/0.25mL) Topical Cream (DP)	0000000000	\$200.80	3
> Testosterone 24mg/mL (6mg/0.25mL) Topical HRT Cream (DP)	0000000000	\$120.43	7
> Testosterone 200mg/mL (50mg/0.25mL) Topical HRT Cream (DP)	0000000000	\$105.69	2
> Biest 50-50 3mg/mL (0.75mg/0.25mL) Topical Cream (DP)	0000000000	\$99.14	2
> Biest 50-50 3.75mg/mL (0.9375mg/0.25mL) Topical Cream	0000000000	\$97.89	1
> Ivermectin 20mg Oral Capsules (Veggie) (K3) (DP)	0000000000	\$92.12	2
> Testosterone 10mg DHEA 75mg Pregnenolone 100mg/mL (2.5mg/18.75mg/25mg/0.25mL) Topical HRT Cream (ALDI) (DP)	0000000000	\$78.28	1
> Biest 80-20 2.5mg/mL (0.625mg/0.25mL) Topical Cream (DP)	0000000000	\$75.12	1
> Testosterone 60mg/mL (15mg/0.25mL) Topical HRT Cream (DP)	0000000000	\$73.39	3
> Biest 50-50 7mg/mL (1.75mg/0.25mL) Topical Cream (DP)	0000000000	\$73.24	1
> Biest 50-50 7.5mg/mL (1.875mg/0.25mL) Topical Cream (DP)	0000000000	\$73.03	1
> Estradiol 4mg/mL (1mg/0.25mL) Topical Cream (DP)	0000000000	\$66.04	1

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Example: ChatGPT Outreach Draft

- Prompt: Draft an outreach letter to Dr. Howton. He prescribes Biest, progesterone, testosterone, enclomiphene. Suggest related compounded therapies he might be interested in.
- Output: Email → thanks him, lists his focus, suggests related therapies (DHEA, oxytocin spray, LDN, thyroid SR).



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Example: Refined Outreach (Patient-Centered)

- Refinement Prompt: Make it shorter and focus on patient outcomes.
- Output: Concise, patient-centered version.



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Example Takeaways

- CRM = secure, structured data
- ChatGPT = fast, professional outreach drafts
- Together: strategy in minutes, not hours

⚠ Reminder: never paste PHI/raw identifiers into ChatGPT

Other AI tools like Pharmacy Marketplace can save time and money on inventory, and workflow tools like Encore and TJM Labs save on data entry and manual tasks.



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Natural Language + Workflow AI (Examples in Pharmacy Operations)

Examples of Secure AI Platforms in Pharmacy: Dotti, Microsoft Copilot, Power BI with AI integration

- Today: CRM + AI analytics for pharmacies
 - AI-assisted development + MCP server (query SFTP + hidden DB info)
 - Nightly ingestion of pharmacy sales activity data (dispensing + financials)
 - Prescriber-level insights + public prescriber data enrichment
 - Sylogic observability to ensure integrations stay reliable
- Tomorrow:
 - AI Copilot: conversational queries ('Which prescribers grew most this month?')
 - Function calling/MCP for safe real-time data use
 - Proactive sales enablement: high-value prescriber targeting, follow-up recommendations
 - Expanded analytics: forecasting, reporting, patient-level CRM



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Natural Language + Workflow AI in Secure Pharmacy Platforms

• Why this matters:



- Secure, pharmacy-specific AI platforms automatically ingest, format, and protect operational data
- This reduces the need to manually export or import information into non-secure tools such as open-access AI chat models
- Embedded AI functions work within compliant workflows—supporting clinical, financial, and operational decisions
- Examples include domain-specific tools such as Dotti (Atrium24), as well as secure Copilot integrations or data-layer automations in Power BI



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Why ChatGPT Plus Is Not a Secure Option

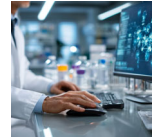


- Gives you GPT-4 + conversation memory, not private server access
- Your inputs are processed on shared OpenAI infrastructure
- Not HIPAA/PHI-safe – avoid uploading identifiable or prescription-level data
- Use ChatGPT Plus only for non-sensitive content (e.g., outreach drafts, marketing)

Secure AI Options for Pharmacies

- ChatGPT Enterprise / OpenAI for Business — stronger privacy, better controls, possible isolated instances
- Private LLM deployment on cloud (AWS, Azure, Google) — you host model, control security boundaries
- Self-hosted LLMs on-prem or in controlled cloud — maximum control, requires hardware + AI ops
- **Hybrid / MCP-enabled designs** — AI can query data safely via secure protocols
- **Domain-specific SaaS platforms** with secure architecture — built for pharmacy data security and AI from the start (e.g., Dotti, Omnisys, or other healthcare-focused CRM/analytics solutions)

AI in Pharma Drug Discovery



- **Examples:** AlphaFold (protein structure prediction), Atomwise (AI molecular screening), Insilico Medicine (AI-designed clinical candidates)
- **How AI accelerates discovery:**
 - Predicts 3D protein structures in hours vs. months of lab work (AlphaFold)
 - Uses deep learning to screen billions of molecules for potential binding matches (Atomwise)
 - Designs new molecules and optimizes clinical trial targets, reducing preclinical cost and time (Insilico)
- **Pharma impact:** faster R&D, reduced trial costs, surge in specialty and gene-targeted drugs
- **Pharmacy impact:** earlier access to novel therapies, need for faster formulary updates, and data-driven inventory strategies for high-cost niche meds

Key Takeaways

- AI grows prescriber base (outreach + targeting)
- AI streamlines ops (IVR, transcription, data entry)
- AI improves profitability (product margin insights)
- AI drives discovery — pharmacies must adapt
- Foundation = clean, secure data
- Reminder: AI feels new, but it's nearly 70 years in the making — today's generative AI boom is built on decades of progress

Action Steps (This Week)



1. Try AI Chatbots (ChatGPT Plus --- \$20/mo, Microsoft Copilot, etc)
 - test prompts with non-sensitive data
2. Use Otter.ai or Talktastic
 - lighten documentation load
3. Explore workflow automation
 - IVR, data entry AI
4. Explore secure domain-specific SaaS platforms
 - avoid PHI risk
5. Track AI trends in pharmacy

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