

AlixRX

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AlixRX is a long-term care pharmacy that supports over 400 locations nationwide.

How did you get the lead?

The lead was obtained from a LinkedIn referral from someone I worked with 3 year ago at another medical practice. I stayed in contact with her over the years and just 3 weeks after she took a new position, she called me and needed my help again. I realized that this was a large client and immediately completed the Large Client Salesforce Input sheet and notified Tom Gelles to talk about the client potential.

What was TSI's biggest selling point?

Our staged approach and diplomatic process, that they got to be in control of. They liked that they would be in control of the process and the fact that we can support their 400 locations through one system.

Why did we win their business – what set us apart from the competition?

TSI had the better overall solution that would meet their needs. We also listened to their concerns and showed them how we can help them.

Additional information

AlixRX had several million in unpaid AR and send over 20K in statements a month, and had never used a collection agency before. With Tom involved early in the sales cycle, he helped ensure that we negotiated a competitive contingency rate and had all the IT, Legal and Operations teams ready to support this client. We were also able to identify the economic buyer and develop a coach that helped us navigate the various sign-offs that an agreement needed to go through.

Once we passed all the legal and purchasing hurdles and had a signed agreement, I saw the potential for current and future business from them. I reached out to the Client Account Management team to request a CAM be assigned from the beginning to help with the onboarding of the client. Healthcare CAM, John Zimmerman was assigned and his support from the beginning has made a difference in how professional the client views TSI. John has ensured that several of their key requests were addressed and has coordinated all the technical resources required to help launch the client. Being an Independent Contractor, I appreciate that when needed, I have a team at corporate that can help me land, close and support current and future large client opportunities.