And the Survey Says…
Patients and Pharmacists Share
Candid Thoughts About What Services
Patients Want From Their Pharmacies

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Clinical Professor
Univ. of WA School of Pharmacy

Objectives

• Introduce a few key results of three NCPA surveys:
  • Pharmacist Survey-1
  • Alpha Detail Quantitative Patient Research
  • Alpha Detail Qualitative Patient Research

• The NCPA “Family Feud”…and the Survey Says…
And the Patient Survey Says…

- Which one of the following had the lowest patient satisfaction rating with regard to services provided – in terms of staff, convenience, quality, facility, cost and personal benefits?
  - Mail order prescriptions
  - Visits to a physician
  - Picking up retail pharmacy prescriptions
  - Visits to an eye doctor
  - Visits to a dentist
- Answer to follow…

The Pharmacist Survey

- NCPA launched this survey in late June, 2010 by sending it out to almost 26,000 U.S. pharmacists
- Nearly 1,183 pharmacists responded
- Out of nearly 1,200 responses, 980 came from independent pharmacists
- Only 36 respondents did not indicate they were community pharmacists
**Pharmacist Survey Results:**
**Practice Setting & If Patient Care Services Offered**

<table>
<thead>
<tr>
<th>Practice Setting (N)</th>
<th>Patient Care Services Are Offered (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent (980)</td>
<td>770 (78.6)</td>
</tr>
<tr>
<td>Clinic Pharmacy (63)</td>
<td>41 (65.1)</td>
</tr>
<tr>
<td>Regional chain (57)</td>
<td>43 (75.4)</td>
</tr>
<tr>
<td>Large chain (21)</td>
<td>15 (71.4)</td>
</tr>
<tr>
<td>Supermarket (23)</td>
<td>18 (78.3)</td>
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<tr>
<td>Mass Merchandiser (3)</td>
<td>0</td>
</tr>
<tr>
<td>Other* (31)</td>
<td>21 (67.8)</td>
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<tr>
<td>Unknown setting (5)</td>
<td>2 (40.0)</td>
</tr>
<tr>
<td>Total (1183)</td>
<td>910 (77.0)</td>
</tr>
</tbody>
</table>

**And the Pharmacist Survey Says…**

- The most common pharmacist-delivered patient care service provided in 4 of 5 pharmacy settings was…
  - Medication counseling
  - Weight management
  - Diabetes counseling
  - Pain management
  - MTM services
Pharmacist Survey Results:  
Types of Services Offered (by Setting)

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Independent N=770</th>
<th>Clinic N=41</th>
<th>Reg. Chain N=43</th>
<th>Lg. Chain N=15</th>
<th>Supermarket N=23</th>
<th>Other N=21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adherence couns.</td>
<td>365 (47.4)</td>
<td>22 (53.7)</td>
<td>16 (37.2)</td>
<td>4 (26.7)</td>
<td>8 (34.8)</td>
<td>7 (33.3)</td>
</tr>
<tr>
<td>Asthma mgmt.</td>
<td>96 (12.5)</td>
<td>4 (14.6)</td>
<td>5 (11.6)</td>
<td>0 (0)</td>
<td>1 (34.8)</td>
<td>2 (9)</td>
</tr>
<tr>
<td>BP checks</td>
<td>439 (57.0)</td>
<td>6 (14.6)</td>
<td>30 (69.8)</td>
<td>8 (53.3)</td>
<td>12 (52.2)</td>
<td>9 (42.9)</td>
</tr>
<tr>
<td>Compounding</td>
<td>487 (63.2)</td>
<td>15 (36.6)</td>
<td>28 (65.1)</td>
<td>10 (75.0)</td>
<td>8 (34.8)</td>
<td>10 (47.6)</td>
</tr>
<tr>
<td>Diabetes care</td>
<td>361 (46.9)</td>
<td>17 (41.5)</td>
<td>17 (39.5)</td>
<td>3 (20.0)</td>
<td>7 (30.4)</td>
<td>9 (42.9)</td>
</tr>
<tr>
<td>Herbal mgmt</td>
<td>96 (12.5)</td>
<td>3 (12.2)</td>
<td>6 (14.0)</td>
<td>1 (0)</td>
<td>0 (0)</td>
<td>0 (0)</td>
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<tr>
<td>Immunizations</td>
<td>375 (48.7)</td>
<td>12 (29.3)</td>
<td>30 (69.8)</td>
<td>13 (66.7)</td>
<td>14 (60.9)</td>
<td>9 (42.9)</td>
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<tr>
<td>Lipid monitoring</td>
<td>80 (10.4)</td>
<td>2 (13.3)</td>
<td>11 (25.6)</td>
<td>2 (13.3)</td>
<td>5 (23.8)</td>
<td>2 (9)</td>
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<tr>
<td>Medication counseling ***</td>
<td>604 (78.4)</td>
<td>35 (85.4)</td>
<td>33 (76.7)</td>
<td>9 (60.0)</td>
<td>13 (56.5)</td>
<td>15 (71.4)</td>
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<td>MTM</td>
<td>443 (57.5)</td>
<td>18 (44.0)</td>
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<td>12 (57.1)</td>
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<tr>
<td>Nutrition couns.</td>
<td>111 (14.4)</td>
<td>5 (12.2)</td>
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<td>0 (0)</td>
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<tr>
<td>BMD screening</td>
<td>39 (5.1)</td>
<td>0 (0)</td>
<td>10 (23.3)</td>
<td>0 (0)</td>
<td>2 (8.7)</td>
<td>2 (9)</td>
</tr>
<tr>
<td>OTC selection</td>
<td>605 (78.6)</td>
<td>19 (46.3)</td>
<td>33 (76.7)</td>
<td>11 (73.3)</td>
<td>12 (52.2)</td>
<td>9 (42.9)</td>
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<tr>
<td>Pain mgmt.</td>
<td>103 (13.4)</td>
<td>6 (14.6)</td>
<td>5 (11.6)</td>
<td>0 (0)</td>
<td>0 (0)</td>
<td>2 (9)</td>
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<tr>
<td>Refill reminders</td>
<td>284 (36.9)</td>
<td>15 (36.6)</td>
<td>17 (39.5)</td>
<td>10 (75.0)</td>
<td>3 (13.0)</td>
<td>6 (28.6)</td>
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<tr>
<td>Smoking cessation</td>
<td>111 (14.4)</td>
<td>6 (14.6)</td>
<td>9 (20.1)</td>
<td>2 (13.3)</td>
<td>3 (13.0)</td>
<td>1 (0)</td>
</tr>
<tr>
<td>Weight mgmt.</td>
<td>69 (3)</td>
<td>6 (16.0)</td>
<td>0 (0)</td>
<td>0 (0)</td>
<td>0 (0)</td>
<td>0 (0)</td>
</tr>
<tr>
<td>Other*</td>
<td>48 (4)</td>
<td>4 (13.3)</td>
<td>3 (10.0)</td>
<td>2 (13.3)</td>
<td>2 (10.0)</td>
<td>4 (19.0)</td>
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</table>

And The Pharmacist Survey Says…

- What are the two services most pharmacists said that patients most want from them?
  - Convenience
  - Efficient services
  - Personalized attention
  - Friendly and accessible pharmacists
  - Medication counseling
**Alpha Detail**

**Quantitative Patient Research**

- Quantitative 30-minute online survey
- 1219 non-pharmacist participants
- Questions were masked as to pharmacy focus by asking about banks, auto services, pharmacy, etc.
- Frequency of use and satisfaction with services
- Services rated and feelings associated with services
- 5 categories of respondents segmented based on attitudes, behaviors, utilization and desires

**And the Patient Survey Says...**

- Which one of the following had the lowest patient satisfaction rating with regard to services provided – in terms of staff, convenience, quality, facility, cost and personal benefits?
  - Mail order prescriptions
  - Visits to a physician
  - Picking up retail pharmacy prescriptions
  - Visits to an eye doctor
  - Visits to a dentist
Alpha Detail
Quantitative Patient Research

• Over 90% of respondents picked up an Rx at their usual pharmacy within the past 3 months
  • 75% of these people ranked this visit as the top #1 or #2 in the satisfaction rank order
• About 25% of respondents had a pharmacist consultation within the past 3 months
  • 62% of these people rated their satisfaction at #1 or #2
• 35% of respondents visited a dentist within 3 months
  • 82% of these people rated their satisfaction at #1 or #2

Alpha Detail
Qualitative Patient Research

• Pharmacy customers
• Qualitative research used a mix of focus groups and in-person, in-depth interviews
• Segmented by age, income and pharmacy types
• Conducted in Edison, NJ; Chicago, IL; and Portland, ME in March, 2010
And the Patient Survey Says…

- Key Findings:
  - Pharmacies are often seen as retailers with stressful transactions, not as providers of health services with the patients’ best interests at heart
  - Friendly and accessible pharmacists and staff are key to positive customer response whether they use a chain or independent pharmacy
  - Being a large retailer did not preclude a positive customer driven interaction

And the Patient Survey Says…

- Customers are unaware of many services currently offered by their pharmacist but were on the patient’s wish list
- Simple attributes such as convenient location, convenient access (i.e. drive through window) and low cost currently drive the choice of pharmacy across all age and income demographics
And the Survey Says…

- The #1 service provided by pharmacist respondents was medication counseling
  - Qualitative Patient Survey reports “Pharmacists are too busy to give medication counseling – which can be replaced with online research”
- There is demand for health and wellness counseling but pharmacist not seen as the right person to deliver it
- Let’s talk about what we should do about these dilemmas

Making the Data Work for Your Pharmacy Marketing Plan

Liz Tiefenthaler
• Who are you and what is your brand?

• What sets me apart from my competition?

• What do I offer that meets the needs of people?

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**SWOT Analysis**

**Leverage Points:**
“We must take advantage of…”

**Business Limitations:**
“To win we must address…”

<table>
<thead>
<tr>
<th>Strengths:</th>
<th>Opportunities:</th>
</tr>
</thead>
<tbody>
<tr>
<td>What the company does best</td>
<td>External circumstances, events or situations that offer a chance to exceed objectives</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weaknesses:</th>
<th>Threats:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Things that restrict what the company can accomplish</td>
<td>External forces, factors or situations that might create problems for the organization</td>
</tr>
<tr>
<td><strong>Strengths:</strong></td>
<td><strong>Opportunities:</strong></td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>“S”</td>
<td></td>
</tr>
<tr>
<td>• My customers are very loyal</td>
<td></td>
</tr>
<tr>
<td>• I offer a full range of medical services including vaccines, blood pressure screenings, diabetic counseling, DME, medication consultation</td>
<td></td>
</tr>
<tr>
<td>• Free Delivery and other patient friendly services</td>
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<tr>
<th><strong>Weaknesses:</strong></th>
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</thead>
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<td>“W”</td>
<td></td>
</tr>
<tr>
<td>• I do not have a Drive-Thru</td>
<td></td>
</tr>
<tr>
<td>• My store may look a little dated</td>
<td></td>
</tr>
<tr>
<td>• I don’t have younger people traffic my store</td>
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<tr>
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<td><strong>Opportunities:</strong></td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>My customers are very loyal</td>
<td>Seniors can rely on my pharmacy for assistance with everything from medication to Medicare concerns.</td>
</tr>
<tr>
<td>I offer a full range of medical services including vaccines, blood pressure screenings, diabetic counseling, DME, medication consultation</td>
<td></td>
</tr>
<tr>
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<th><strong>Threats:</strong></th>
</tr>
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<tbody>
<tr>
<td>I do not have a Drive-Thru</td>
<td>The clinic that used to refer diabetic patients and patients with health needs, now has their own pharmacy and prescriptions are written for that pharmacy</td>
</tr>
<tr>
<td>My store may look a little dated</td>
<td>The average age of my customers is 75</td>
</tr>
<tr>
<td>I don’t have younger people traffic my store</td>
<td>There are many pharmacies within a mile radius of my store</td>
</tr>
</tbody>
</table>
What do Pharmacy Customers Look Like?

Segment 1:

- Males over 50 who have insurance and an average of 4 prescriptions a month
- Don't consult with a pharmacist but not because they see them as inaccessible
- Want consistency and accuracy
- Want privacy
- Want convenience
  - Drive through, no waits, no disruption
- Want you to make them look good and in control

“Ted”
Segment 2:

- Females between 25 - 64
- College grads with very few scripts
- Want no wait and high privacy
- High value on convenience
- Not comfortable consulting with a pharmacist and prefer to get in and out
- Prefer a chain and then it is whatever chain is closest
- Most feel that lifestyle determines health

“Stephanie”

Segment 3:

- Evenly split between men and women age 50+
- Lower income, generally under $50k but a high number of prescriptions
- Over 90% believe the pharmacist to be a health care provider where they can get good health information
- Value personal relationships
- Prefer pharmacies with enough staff to be able to listen and care

“Betty & Bill”
Segment 4:

- Evenly split between men and women age 25 - 49
- Lower income, generally under $50k
- Would like to feel cared for and rate pharmacy consultations highly
- High users of internet health information and alternative medical/wellness services
- Utilize more lifestyle/wellness services such as gyms, spas, chiropractors, nutritionists

“Sally”

“Jim”

Segment 5:

- Young, single males
- High users of chains, do not consult with the pharmacist or purchase non-RX items at the pharmacy very often
- In and out as quickly as possible and always the pharmacy that is closest
- Interested only in low cost and convenience
- Only 15% view the pharmacist as a medication expert

“Alex”
What do my Pharmacy Customers Look Like?

My best customer is __________________________

My objective is to __________________________
(i.e. Find more customers that look like this customer or Sell more services to my best customer)

My next best customer is __________________________
Is this the same persona or a new customer segment?

What Are my Overall Goals?

What are my overall goals?

To increase the number of prescriptions?
To increase my overall sales, including front end?
To increase the number of new customers?

My pharmacy goal is __________________________
What is Your Budget?

What Are my Marketing Options?

- Television – cable and network
- Door hangers, posters, bag stuffers
- Radio
- Newspaper
- Direct mail
- Email
- Public Relations including Health Fairs
- Special events
- Social Media including web

*Which options will best reach my target market?*
Case Study:
How Can I Find More Customers That Look Like Betty and Bill?

Questions to Ask Before Marketing to a New Segment

What are my strengths that are valued by this segment?

What services would I need to add to engage this new group?

Can I afford to add these services or improvements?

Why aren't they coming to me now?
My Pharmarketing Experience

Annik S. Chamberlin, PharmD
Objectives

- Discuss the importance of your customer’s first impression
- Describe things to consider when marketing your pharmacy
- Discuss the importance of a web presence
- Review the keys to maintaining or growing your pharmacy business

Pharmacist Humor

![Image of Pharmacist Humor]
Definitions

- Pharmacy - the art, practice, or profession of preparing, preserving, compounding, and dispensing medical drugs
- Marketing - the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling

Pharmarketing

ALL while Dr. Jones is on Line 3 with a prescription, Mrs. Smith is on Line 1 with a question, little Thomas is screaming with an ear infection in the waiting area, the drive-thru is backed up, reading the chicken scratch physicians call writing, and counting by 5s…

It’s the SIMPLE Things…

• Pharmacy appearance
  • Store
  • Employees

• Telephone etiquette
Pharmacy Appearance - Store

- Is your parking lot free of trash?
- Are your floors vacuumed and clear of inventory?
- Are your shelves stocked and faced?
- Is your patient waiting area comfortable and welcoming?

Pharmacy Appearance - Employees

- Are your employees neatly dressed and wearing a name tag?
- Are your employees pleasantly greeting and making eye contact with all your customers?
- Is your pharmacy staff aware of promotions, events, advertising and marketing?
Telephone Etiquette

• Do you answer your phones in 3 rings or less?
• Do you have a consistent, friendly telephone greeting?
• Are the patient’s needs being taken care of quickly and accurately or is call being directed to the proper personnel?

Telephone Etiquette

• On hold – consider purchasing on-hold music and message service
  • Great way to let people know of your products and services

• Interactive Voice Response – first option should always be to speak to someone directly
Not Sure?

- Consider hiring a secret pharmacy shopper service
  - Set your criteria
    - Customer Service
    - Appearance
    - Wait time
  - Anonymous visits or calls to your location(s) and answer custom questionnaires
  - Unbiased view of our pharmacy operations
  - Improve customer satisfaction and maximize sales

Convenient Pharmacy Services

- Parking lot and handicap accessibility
- Drive-thru
- Delivery
- Private Consultation/Pharmacist Accessibility
Are You Ready to do More?

Brand/image Awareness

Retain Customers  Gain Customers

Things to Consider

- Demographics
- Budget
- Time line
- Various media outlets
Our Things Considered

Demographics
- Seniors
- Baby Boomers
- Young Families

Budget
- $750-1500 per store, per month

Time line
- 6 to 12 months

Our Challenges
- 10 different locations in CT
- Demographics
- Budget
- Niche markets
**Hire an Advertising Agency?**

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
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</thead>
<tbody>
<tr>
<td>• Expertise</td>
<td>• Cost</td>
</tr>
<tr>
<td>• Professional</td>
<td>• Cost</td>
</tr>
<tr>
<td>• Media negotiations</td>
<td>• Cost</td>
</tr>
<tr>
<td>• Consistent creative work</td>
<td>• Cost</td>
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</tbody>
</table>

**Entertain All Media Outlets**

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Billboards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>Radio</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>Television</td>
</tr>
<tr>
<td>Website</td>
<td>Social Media</td>
</tr>
</tbody>
</table>
Our Plan

• Radio

• Direct Mail

• New website

Radio Campaign

• Radio Flights

• Sports Sponsorship

• Plus, added value promotions
Radio Flights

- Radio station resources
  - Write copy
  - Produced 5 different radio ads
- 3 different radio stations
  - Each running ads one week per month
  - Total of 81 (30) second spots per month
- Consistency
  - Same copy layout and background music
  - Same ads running on all 3 stations

Radio Ad Example
Sports Sponsorship Package

- UConn Football, UConn Men’s and Women’s Basketball, New Britain Rock Cats Baseball, Hartford Wolf Pack Hockey
  - 1 (:30) second commercial during each game
  - Opening/In Game or Closing Billboards per game
  - 4 promotional announcements on every network station for all weeks of the season

Added Value Promotions

- 8 different promotions
  - Register to Win
    - Country concert tickets
    - Sports events tickets
  - Register to Nominate favorite local charity
    - Sports events tickets
- Boost your frequency for zero investment
Promotion Example

Direct Mail

- 2000 direct mail postcards dropped 6 times per year per store
- Coupon Offer
- Mailing Lists
Postcards

- Front of card – different theme/graphic each drop
- Back of card – custom to store location
  - Picture of owner/building
  - List of products/services offered
- Personalization

Lighthouse

With 10 locations, we're large enough to serve you and small enough to know you.
Buy Local

BUY LOCAL
for a healthier community

Back of Postcard

Dear Elizabeth,

At Beacon Prescriptions, you are our friends, neighbors, and family. Some pharmacies have customers. We have an extended family.

We invite you to join our extended family and experience the Beacon Prescriptions difference. We are happy to help with prescription transfers (easier than you think) and offer a wide range of clinical services. Plus, we assure you the lowest possible prescription prices.

We would love to welcome you to the Beacon Prescriptions family.

Sincerely,

Ellen Colman
Beacon Pharmacist

Services
• Full Retail Pharmacy
• Specialty Compounded Medications
• Professional Quality Nutritional Supplements

Join us on Facebook™ and Blogger™ or our website at www.beaconcompounding.com

It's simple to transfer your prescriptions! Just call us at 804-628-3973 or bring in the bottle.
We will do the rest! All major insurance plans accepted.

For Elizabeth Tophedt

$10 OFF the cost of customized supplements.

804-628-3973

Business Hours: Monday - Friday, 9 am to 6 pm
Saturday, 9 am to 2 pm, Closed Sunday

9402 Old Weldon Rd., Buchanan, VA 23017
Coupon Offer

Mailing Lists

- Seniors (55+)
- Families (35+)
- Custom
Are You Online?

77%


Web Presence

- Easy navigation
- Engage the customer
  - Online health tools
  - News articles
  - Prescription refill module
- Changing information – low maintenance
Our Website

- Hired a pharmacy-specific web development company
- 24/7 access to manage our site
- Platform to provide basic information about our pharmacy and services
- Areas that automatically change to keep site interesting

Website Homepage

![Beacon Pharmacy Website Screenshot](image)

- With 10 locations
- We hope enough to serve you and staff enough to serve you
- E-Ref
  - You must sign up to use the E-Ref service
  - Please click above or the "Prescription Refill" tab on the left to request prescription refill

+ Pharmacy
+ Personal service
+ Conveniently located in your town.
Prescription Refill Module

Tying it All Together

Radio

Direct Mail

Website
**Investment**

- $1015.25 per month, per store for 12 months
  - Radio
    - Radio flights
    - Sports Sponsorship Package
  - Direct mail

- New website - $6926.00 for 42 months
  - $16.50 per month, per store for 42 months

**Other Marketing Strategies**

- Health fairs
- Community outreach projects
- Trade shows
- Walk/run sponsorships
- Immunization Clinics
- Health Screenings
- Host seminars
- Brochure distribution
Our Bottom-line Experience

- Took part in radio advertising and direct mail campaign
- New website
- Added new services and/or capitalized on new opportunities
- Maintained the same amount of business or grew in the past year

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Store A

- Med Boxes
- Flu shots
- Direct Mail, Radio, Website
- Newspaper
- 10 minutes, Free Delivery
Store B

Outreach Program

Compounding

Direct Mail, Radio, Website

Health fairs, Trade shows

10 minutes, Delivery

Store C

New special packaging

Med Boxes

Direct Mail, Radio, Website

Health Screenings, Newspaper

10 minutes, Free Delivery
Key to Success

• Simple things
  • First Impression
  • Customer Service

• Cross-media marketing

• Anticipate and adapt to customer needs and wants – embrace change

Contact Information

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SOUTHINGTON, CT
860-628-3972
ANNIK80@AOL.COM
Promoting Patient Adherence
Synchronized Refills

Kacee Blackwell, PharmD

Overview

• What pharmacists think patients expect
• What pharmacists think patients want
• Synchronized refills
  • Create convenience
  • Enhance efficiency
  • Augment adherence
  • Increase income
What Patients Expect

- Pharmacists ranked patient expectations
  - Friendly & accessible pharmacists
  - Personalized attention
  - Medication expertise
  - Convenience
  - Efficient services
  - Consistent personnel

What Patients Want

- Pharmacists ranked patient wants
  - Friendly & accessible pharmacists
  - Medication counseling
  - Convenience
  - Disease education counseling
  - Wellness services
  - Adherence programs
Synchronized Refills

- Monthly refills acquired same day
- Patient centered
- Appointment based
- Proactive
- Personalized attention

What Patients Expect

- Pharmacists ranked patient expectations
  - Friendly & accessible pharmacists ✓
  - Personalized attention ✓
  - Medication expertise ✓
  - Convenience ✓
  - Efficient services ✓
  - Consistent personnel
What Patients Want

- Pharmacists ranked patient wants
  - Friendly & accessible pharmacists ✓
  - Medication counseling ✓
  - Convenience ✓
  - Disease education counseling
  - Wellness services
  - Adherence programs ✓

Create Convenience

- Reduce frequency of pharmacy visits
  - Save patients’ time
  - Save patients’ money - gas expense
  - Eliminate “refill-too-soon” rejections
  - Prevent “no refills remaining”
**Enhance Efficiency**

- Decrease pharmacy phone calls
- Prevent dispensing “traffic jam”
- Reduce delivery frequency
- Eliminate IOU’s

**Augment Adherence**

- Monthly review of all prescriptions
- Identify gaps in therapy
- Counsel importance of adherence
- Reduce barriers
Increase Income

- Start-up cost
  - Time
    - Planning
    - Execution
- Increased frequency of refills
- Increased prescription revenue
- NCPA Adherence Calculator
  - http://www.ncpanet.org/adherencecalculator/

Medication Adherence and Prescription Drug Revenue Calculator

This calculator is designed to determine the changes in gross profit for a pharmacy after encouraging a higher medication adherence rate. Please input values in the boxes below then scroll down for analysis.

**Gross profit per prescription**

$13.13

In 2008, the average gross profit per prescription drug was $13.13

**Number of different drugs prescribed per average patient for chronic conditions.**

6

In 2008, the average patient with a chronic condition consumed 3 different chronic medications.

**Number of days it takes the average non-adherent patient to refill a 30 day medication.**

45

This number must be greater than 30. For many non-adherent patients it will take 40 to 45 days to refill a 30 day medication.

**Number of existing patients recruited each business day to join an adherence program.**

0.14

A very good goal is to identify 2 patients each business day that are on maintenance medications. The purpose of an adherence program is to have the pharmacist work with these identified patients to promote perfect adherence beginning on the day the patient is recruited into the program.
The calculator assumes that the pharmacy is open 365 days a year, and recruits patients for an adherence program on each work day.

**Without an Adherence Program**

Without an adherence program, each patient over the next 12 months consuming 6 different medications each represent under current adherence standards:

| a potential gross profit of: $709.02 before tax |

**After Implementing an Adherence Program**

Hypothetically, if the pharmacist was able to work with existing patients to promote perfect adherence so that recruited patients refilled all their medications on a monthly basis, then each patient measured over a 12 month time frame represents:

| $1,024.14 in gross profit to the pharmacy before tax |

Thus, each patient enrolled into an adherence program over a 12 months represents the potential for:

| $315.12 in additional gross profit before tax |

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**Business Case**

A brief business case based on the input values you provided above.

Assume that there are 51.1 patients each on an average of 6 different chronic medications. Without an adherence program, these patients over the next 12 months will bring in:

| $36,230.92 in gross profit |

If the pharmacy has an adherence program and is able to recruit 0.14 of these patient(s) each business day and once recruited the patients practice maximum adherence so that each patient refills all their chronic medications every month, then starting today, over the next 12 months these adherent patients will bring in:

| $44,392.53 in gross profit |

The increase in gross profit would be:

| $9,161.61 greater than what would occur under current adherence practices |

The long term increase in gross profit that would result in promoting maximum adherence for 0.14 patients each day would be:

| $32,646.43 over 2 years |
| $204,040.20 over 5 years |
Increase Income

• Year 1
  • $8,161.61 ÷ 52 weeks = ~$157 per week
  • Invest 30 minutes per week to establish new patient
• Year 5
  • ~$204,000 ÷ 5 years = $40,808 per year
  • ~$40,808 ÷ 52 weeks = ~$785 per week

Conclusion

• Incorporate patient expectations/wants
• Create convenience
• Enhance efficiency
• Augment adherence
• Increase income