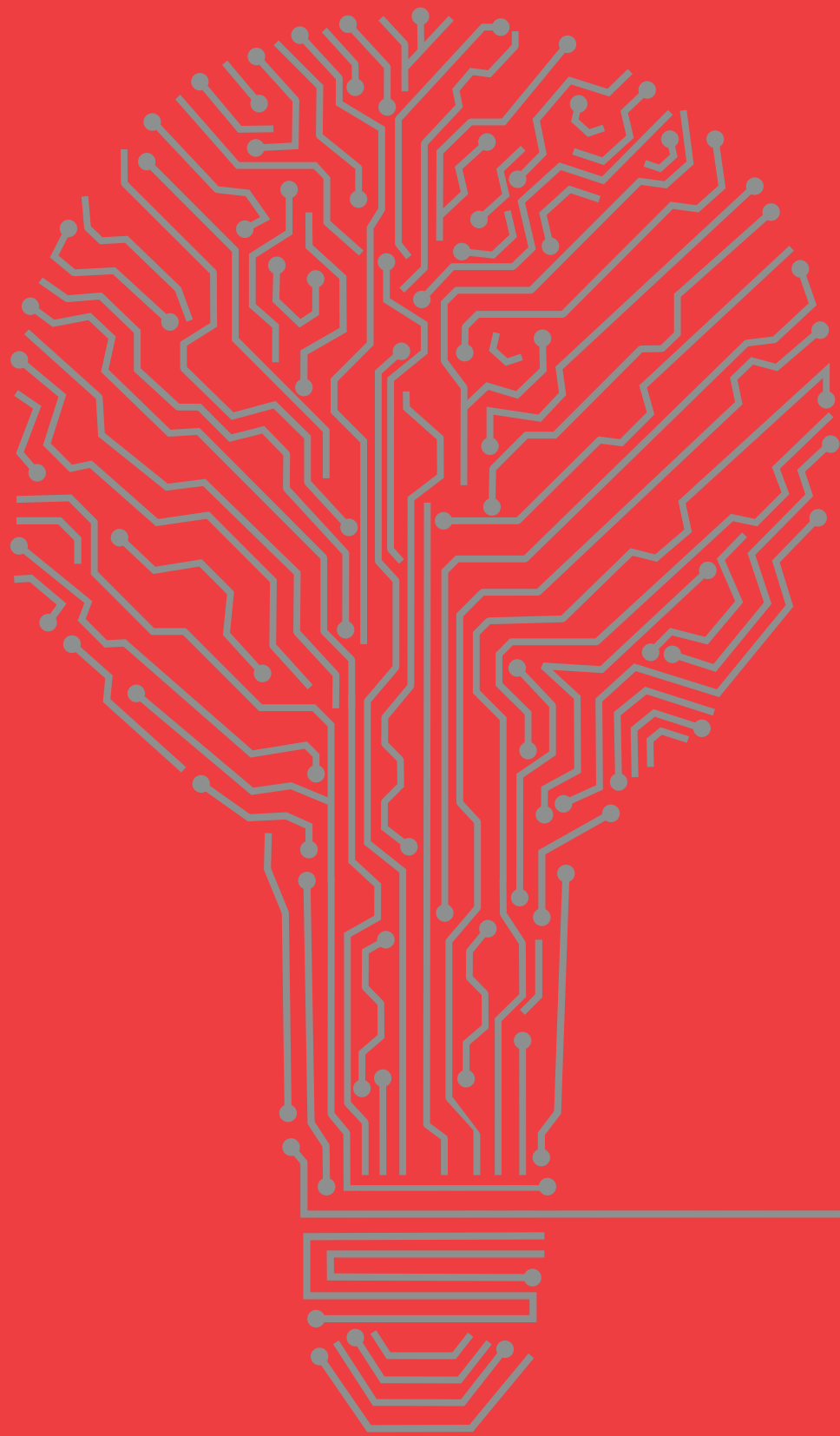


2013 Best Practices Guide
Innovating
Independents



There are thousands of independent pharmacies each with their own unique ideas about how to touch the lives of those in their communities — and create a thriving business in the process. In the spirit of discovery and sharing, we asked you to share your ideas with us.

Cardinal Health is proud to highlight 14 pharmacies with great ideas — innovative best practices to improve patient outcomes, drive business results and promote community involvement.

At RBC 2013, Cardinal Health highlighted the three best practices tagged with a Finalist button. Conference attendees voted on the winning pharmacy who received \$7,000 donated in its name to the pharmacy school or association of its choice.



To have a great idea,
have a lot of them.

Thomas A. Edison

To watch the three finalists' videos, hear a few great ideas and share more independent pharmacy best practices, visit cardinalhealth.com/CommunityIndependentPharmacies.

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DNA Testing

Collaborations across the continuum of care

Bay Street Pharmacy is a neighborhood pharmacy and a one-stop healthcare center. Their mission is to improve the quality of life one patient at a time and living up to their motto, "Where caring people care for you." For the past year, Bay Street Pharmacy has offered DNA testing to their patients.

Through Genelex, a pharmacogenetic testing company, patients have their DNA tested to determine how they will react to a medication or why they may experience side effects.

How did the DNA testing program come to reality?

The DNA testing program became a possibility when the Genelex representative approached us about performing DNA testing in the pharmacy. This service was previously performed in physicians' offices only but would be better suited for the pharmacy given this is a logical point of medication education and care. After conducting some research, we discovered that the test could be performed in the pharmacy provided the order came from the physician. It was time to get started!

How does the program work?

The primary responsibilities of the pharmacy are to administer the test, review the results with the patient and forward those results to the physician. From start to finish, the program takes approximately 30 minutes per patient. We follow a six step process:

1. Referrals come from physicians, in store education and/or self-referrals by patients due to articles, word of mouth, etc.
2. DNA test is performed via a simple cheek swab.
3. We obtain a prescription from the physician and then forward the sample to Genelex.
4. Genelex returns the results and the patient wallet card to the pharmacy.
5. Our pharmacist then reviews the results with the patient and faxes the results to the physician.
6. We work with the physician to determine if the patient's prescription should change.

What have you learned through the process?

Initially, as one of the first pharmacies in the country to do this on an outpatient basis, there was some trial and error and a learning curve. We have worked closely with Genelex to help them deliver more "user friendly" reports. In addition, Genelex has added several pharmacists on staff who provide all of the reports and back end support. Thanks to the support from Genelex, we feel comfortable sharing the results with the patient and physician.



How do you get reimbursed for the time you invest in this?

Medicare Advantage plans and many other insurances cover costs associated with the DNA testing program and all of the billing for the testing is performed by Genelex. However, due to state regulations, we are not paid a consulting fee for the testing so there is no direct financial gain for performing the testing.

Although there is currently no direct payment to the pharmacy, it is anticipated that this will be considered an MTM service in the future. It is certainly feasible to charge patients a fee for consultation if the patients are paying out of pocket for the testing and/or payment is not coming from a federal program. Be sure to check out legalities first.

How are you spreading the word?

The local Genelex representative helped with marketing to physicians. "DNA testing day" was also held in the pharmacy to introduce the program to patients. In addition, our pharmacists recommend this program to patients who might be good candidates due to side effects or treatment failure. Finally, some patients are self-referred due to word

How can another independent pharmacy build this for themselves?

1. Connect with the physicians in your area and let them know that you're thinking about offering DNA testing. Indicate the need, back it up with numbers and encourage them to take advantage of this program.
2. Once you have support from physicians' and doctors' offices, contact Genelex or other DNA testing companies that service your area.
3. Build a strong relationship with that representative (if available) and begin to market this service to your patients.

of mouth or from reading articles in local publications about this service. There is also signage inside the store to promote the DNA testing program. The pharmacy works closely with local physicians to raise awareness for the program. In the future we want to expand this program and take advantage of the resources and connections in the Sebastian area.

"I think offering DNA testing is going to be very important as healthcare continues to change. This program provides a much-needed service for our patients and is also a good way to partner with the physicians in the area which in turn will help us increase our patient base. We are working on determining how to get reimbursed in the future, but in the meantime are very excited to offer this program to the community."

Theresa Tolle, BPharm, FAPhA

Bay Street Pharmacy
Theresa Tolle, BPharm, FAPhA
Sebastian, Florida
Years as Cardinal Health customer — 3
baystreetpharmacy.com
772.589.2043

Medication Therapy Management

Improving patient outcomes in the retail setting

Devoted to healthcare in its entirety. That's what happens at Beverly Hills Pharmacy in St. Louis. Every day, the team works to build relationships, offer top-notch customer service and commit themselves to their patients' health and wellness.



Beverly Hills Pharmacy
Chris Geronsin, RPh
St. Louis, Missouri
Years as Cardinal Health customer — 20
bh-pharmacy.com
877.381.8211

One of the many ways Beverly Hills Pharmacy demonstrates this commitment is a strong focus on Medication Therapy Management (MTM).

How did you decide Medication Therapy Management was the right approach?

As an independent pharmacy we knew we needed to protect and grow our customer base. There is so much happening in healthcare: growing competition against chain pharmacies, patient access concerns via benefit plan networks, becoming healthcare providers.

We recognized that by focusing on MTM services we could have a positive impact on the health of our patients. With better outcomes and better costs, we could bolster our efforts to being recognized as health care providers.

MTM really became an opportunity to prove that there is a definite connection between positive patient outcomes and pharmacists providing clinical services in the retail setting. Pharmacists have already been assigned to many of these tasks in hospitals for antibiotic stewardship programs as well as for Coumadin® clinics where the hospital-staffed pharmacist provides services to patients directly. This past year, we completed 600 MTM cases for our patients and avoided having to move the patient back to the hospital saving everyone time (and money).

How did you balance your daily pharmacy workflow?

When a pharmacist is removed from the normal workflow of day-to-day operations, it can affect the standard daily operations of the pharmacy. We thought carefully about how to best manage the amount of time spent on MTM cases. In order to use the pharmacist's time most efficiently, it's important to be organized and involve pharmacy technicians in the process. Each step in the process can be facilitated by different staff members. We have six pharmacists that share responsibility for completing MTM for their patients.

"As retail pharmacists, we need to capitalize on opportunities like this. Because if successful, it will follow that further cognitive services will be moved into our setting — the only setting that has open access between the patient and caregiver. MTM services are a necessary service that pharmacies need to do in order to strengthen the bond with their patients and to preserve the pharmacist as a critical member of the healthcare team."

Chris Geronsin, RPh

What are some of your best success stories?

One of our patients used two different pharmacies to get her maintenance medications. By using the MTM services, we discovered that she had two different doctors prescribing two different calcium channel blockers causing her to have hypotension episodes. After discovering this information, our pharmacist worked with her doctors to alter her medications and avoid further prescription conflict.

Another patient was not "acting herself," sounded different and was exhibiting personality traits that were not her own. We followed up with the patient's caregiver and discovered that she had started a new psychiatric medication which was causing her to be paranoid. Our pharmacist and the patient's caregiver discussed the patient's unusual behavior and then accompanied her to her physician's office where the medication was then changed and the patient returned back to her normal state. Thanks to the MTM services and the relationship with the patient and her caregiver, they were able to identify the problem and resolve it before it became serious.

What advice would you give to someone interested in this approach?

1. The first couple of steps to launch MTM in your pharmacy can be completed by a trained technician or pharmacy student. The reconciliation of the patient's profile can be done by verifying that the medications listed on the patient's profile match the medication that the patient is currently taking.
2. Schedule an appointment with the patient. The MTM process is organized in a way to help the conversation with the patient flow easily.
3. Mirixa and Outcomes MTM are both companies that contract with plan sponsors to provide MTM services through retail pharmacies. Missouri Medicaid launched its own program called DC pro. Each of these entities pay a set fee for MTM services and some may pay additional fees for other cognitive services related to immunizations, adherence or gaps in care discussions. Find out how your state can be involved in your MTM.

P.A.C.T. (Patient Assistance Compliance Team)

Partnering with patients to create a better system of care

Blount Discount Pharmacy designed the Patient Assistance Compliance Team (P.A.C.T.) program to assist patients who are on multiple medications and need additional assistance keeping up with their refills.

Blount Discount Pharmacy teamed up with local doctors and patients to create a schedule for refilling patients' maintenance medications and are seeing amazing results.

How did you get started?

Everyone has heard the talk about medication adherence and everyone has read the articles about medication compliance. We had too and wanted to develop a program that would help our patients achieve one goal: an end result in making them more compliant. We hosted a contest among our employees and came up with a name for the program: "Let us have a P.A.C.T. with you" became the pharmacy philosophy and a program was born.

How does the program work?

We use Medicine-on-Time (MOT), a medication and prescription management solution, to synchronize patients' medications. This program is used in assisted living facilities and for independent patients that need help keeping their medications in order. Our P.A.C.T. technicians help identify those patients who prove unable to keep track of their medications, recommending them to the MOT program, otherwise medication is dispensed in vials, under the guidance of the P.A.C.T. program.

Patients benefit from the program by having to make fewer trips to the pharmacy and they are more likely to take all of their medications at the right time. Each patient is assigned to one of our technicians. That technician is responsible for synchronizing the patient's medications and starting a dialogue. Once the technician and patient are teamed up, the technician has on-going discussions with the patient about their medications, ensuring that refills are taking place appropriately. The technician also makes sure that the patient understands what medications they are taking and why it's important to take them as scheduled.

"Patient adherence has increased since starting this program. Our patients are also more likely to fill their scripts on a regular basis which has helped increase our script count. P.A.C.T. has helped build customer loyalty — our patients feel that someone really cares about them and their medication needs."

Phil LaFoy, DPh



Blount Discount Pharmacy
Aaron Clark, DPh and Phil LaFoy, DPh
Alcoa/Maryville, Tennessee
Years as Cardinal Health customer — 30
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What steps should someone take to get started?

1. Identify high-touch patients with a variety of medication needs and assign them to a pharmacy technician. The technician can start the dialogue with a simple statement and question: "We have a new program and I've been assigned to you as a medication consultant. Would you like to learn more?"
2. During the first patient meeting, the technician fills out a form for everything they know about the patient in regards to their medications and shares the information with his or her doctor's office. The doctor then reviews the form to make certain it matches the physician's patient file. This step creates alignment between the pharmacy technician, physician and patient.
3. The technician synchronizes the patient's medications with a goal of one fill per month (two if needed).
4. Once the medications are synchronized, the technician continues to follow up with the patient on a regular and agreed upon basis. This relationship continues to evolve and creates a partnership between the technician and the patient.

Care-More Rx Hospice Program

The path to expanding into the hospice market

Claremore Compounding Center opened in 1999 with the goal of eventually opening a full service pharmacy. They did that and more. Claremore grew beyond its own reach and started packaging its model for others — Care-More Rx Hospice Pharmacy and Services.

In 2003, Claremore Compounding Center expanded its capabilities and opened a 12,000 square-foot multi-business facility along with a sterile and non-sterile compounding lab, DME, pharmacy and hospice pharmacy. The pharmacy operates a regular retail business and also provides a specialty compounding service. Successful cost control and clinical excellence along with great logistics and customer service have combined to make them the dominant pharmacy in Northeast Oklahoma for hospice. Claremore Compounding Center provided nearly 13,000 prescriptions per month for hospices — with extremely high generic utilization rates.

The Care-More Rx program gives interested retail pharmacies the tools to become a hospice provider and bolsters the pharmacy already providing hospice services. The only zero net cost program of its kind, Care-More Rx can provide all of the tools, training, mentorship and online education empowering your pharmacy to become the hospice pharmacy of choice in your area.

How did you identify a need?

Claremore Compounding Center developed partnerships with local hospice organizations taking time to understand the hospice industry business and environment to find solutions that met their needs. Because the hospices get paid a per diem for the care of each patient, they need a partner to provide tools to accomplish their goals. Key success factors also include open communication with them on an ongoing

basis, and confidence in their pharmacy partner to help them hold down costs all while providing stellar patient care. PBM encroachment was a major concern along with mail order pharmacies driving down reimbursement.

What did you discover about hospice?

Serving terminally ill patients, hospices require service 24 hours per day, 365 days a year, access to medications for stat situations, and excellent communication from the pharmacy. Delivery is required when care-givers cannot pick meds up. Relationships with prescribers help communication for stat orders and feedback of recommendations by the pharmacist. Nurses need to understand the outcomes of their ordering patterns, feedback to help them make value based decisions that provide excellent care are necessary. Hospice administration needs communications for prior authorizations, formulary controls, and reporting based on those tools, med profile reviews and interaction with the pharmacy to improve compliance to the established program.

Where did you start?

The hospice market presented us with several opportunities where we could differentiate ourselves in the market. We began with dispensing and 24-hour on-call service and then started trying to address each unique aspect of the market.

- Delivery service prevented caregivers and nurses from spending time chasing typical pharmacy hours and carrying meds themselves.

- Tracking software was developed to know exactly where drivers were at any time, along with hospice specific handheld software to capture delivery signatures.
- We simplified communication between the hospice and pharmacy to make recommendations for standardizing care easy. Due to ongoing local relationships, physicians and hospice staff welcome the feedback and alternatives.
- Compounding allowed patient specific solutions and further cost management.
- Regular in-service presentations with hospice staff enabled the pharmacy recommendations to be discussed openly and to become normal to hospice nurses and staff.
- The consistency in the community built trust and helped the marketing effort as hospice specialists.
- Online access for presentations and in-service recordings were made available for education and to truly teach nurses to make value based decisions while providing even better care.

PBM encroachment was a constant battle. The market always turned the PBMs away and hospices continued to participate with Claremore on a direct basis. But the hospices wanted

"Pilot programs at Cardinal Health pharmacies are already rolling and successful!"

David Brim, DPh, Co-Owner



Claremore Compounding Center

David Brim, DPh, Co-Owner
Claremore, Oklahoma
Years as Cardinal Health customer — 6
care-morerx.com
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How can other retail pharmacies adopt this model?

1. Visit the self-selection criteria at www.care-morerx.com.
2. Contact Care-More Rx at Claremore Compounding Center! Staff will walk you through the steps; provide training and every clinical tool to make you competitive with national solutions.
3. Care-More Rx marketing staff can help market your pharmacy to hospices they know or that you choose.

the tools offered by national programs such as formulary controls, PAs and reporting. By partnering with a claims processor to provide those functions on a fee-for-service basis at no margin, the offering was made complete with any national offering. Med profile reviews were made available online to meet CMS requirements and help hospices provide the best care.

As the hospices attempted to expand further away from Claremore, it became apparent that we needed to duplicate our model into other pharmacies.

Hormone Testing and Treatment Program

Medication customization

Daniel's Drug Compounding & Wellness Pharmacy is Guthrie, Oklahoma's only local family-owned and operated pharmacy offering a full range of pharmaceutical products. They recognize that commercially prepared medications may not provide the most benefit to every patient so they work with physicians and veterinarians to customize prescriptions based on patient specific needs.

By offering custom compounding, Daniel's Drug is helping patients and physicians overcome many of the problems encountered when prescribing commercially produced medications. Giving the patient options and allows the physician to be as creative as necessary when prescribing medications.

How did your compounding business get started?

We saw a patient need: customized medication. We spent a significant amount of time researching hormone therapies and thinking about how to take advantage of compounding specific therapies for patients. A nearby pharmacy started to perform compounding, but our customers did not want to switch pharmacies for the specialty medications. So we started offering compounding to customers so they would have a choice on where they filled their prescriptions. At the same time we began an education program for women. Through monthly seminars, we gave women more information about hormone therapies showing them their choices when it comes to their hormones.

How are you letting people know about your program?

We market this program directly to the consumer. We also advertise through print, billboards and website; promote directly to customers in the store; and promote to local church groups.

After the program started, scripts increased to 200-300 per month. With 75-80% margins, this has dramatically increased profits.



What challenges have you faced?

The biggest challenge was doctor participation in our recommendations. To overcome this, we established relationships with the key doctors in the area, which has helped grow this program. Lately, we have noticed the key demographic for hormone treatment have very busy schedules which is causing problems with the coordination of the classes and counseling. The solution was simple: flexibility. Our future answer is offering in-home and video counseling so patients can still participate and take advantage of these important educational materials on their own time, when it's convenient for them.

How has the program grown?

Before the Hormone Testing and Treatment program was implemented, we were filling 20-30 scripts per month for patients who required hormone treatments. After the program started, scripts increased to 200-300 per month. With 75-80 percent margins, this has dramatically increased profits. Talk about ROI!

What advice would you give another pharmacy interested in this kind of program?

1. Determine **if** there is a need. Don't recreate the wheel.
2. Know your customer.
3. It is very important to have compounding capabilities in order to do launch a program of this nature.
4. Determine how you will offer counseling to your patients. This was the most complicated part for us. Ask yourself: Are you going to do private counseling? Online counseling? Or offer counseling through videos or in the patients' homes? Once you answer these questions, you can promote the program and get started!

"We are health advocates for our patients. And after my own personal struggle with infertility, I wanted to help women understand their bodies and hormones. I believe that patients need to take charge of their own lives and need to educate themselves on their health and their options."

Amy Carothers, RPh

Finalist

Daniel's Drug Compounding & Wellness Pharmacy

Amy Carothers, RPh
Guthrie, Oklahoma

Years as Cardinal Health customer — 6
guthriecompounding.com
405.282.0661

Nutraceuticals

Pharmaceutical companion selling

When Dougherty's Pharmacy opened over 80 years ago, they focused on personalized service and decades later that same principle applies.

Nutraceuticals is based around companion selling and supplementation. Dougherty's identifies potential supplement needs based on the prescriptions their patients are taking and the increased need for specific nutrients associated with specific health conditions and procedures.

How did you grow this program?

This program grew out of patients seeking nutritional supplements and specialty formulas due to possible side effects or nutrient depletions from prescriptions. The opportunity to grow a segment of pharmacy through companion selling to patients was just logical. We hired a full-time certified nutritionist to assess the current selection of nutritional supplement offerings and partner with our team of pharmacists to create a specific list of suggested nutritional supports based on the most frequently prescribed medications.

As medication experts, our pharmacists recognized the value in sharing this information with their patients. Many patients have little to no idea what side effects they might experience from taking a certain medication or the increased need for a specific nutrient that can occur due to the medication's mechanism of action. So, as our

pharmacists are filling scripts, they also try to identify an over-the-counter medication that will aid the patient and help alleviate pain or discomfort. For example, if a patient is taking a pain reliever, we recommend that they purchase stool softeners.

We now carry a large selection of chewable, liquid, and powdered supplements to accommodate the needs of individuals that may have trouble swallowing a pill, having dysphagia, taste or texture sensitivities.

We have continued to expand our offerings to include low-allergen formulas that have the active or coenzyme form of many vitamins. We initially focused on items that could be easily sold to patients that addressed nutritional needs that are commonly associated with some of the most frequently prescribed medications. We have expanded our offering to include a broader selection of complex nutritional formulas along with our own private labels which are supplied by Douglas Laboratories®, a nutritional supplements provider. Our staff uses a database to accurately suggest products to patients during check out or while they are consulting with a pharmacist or their nutritionist. Our staff is so accustomed to this process now, they don't even think twice when filling scripts — they will instinctively suggest certain items to supplement with the patient's prescription medication.



Dougherty's Pharmacy
Mika Bradford, CN, CPhT
Dallas, Texas
Years as Cardinal Health customer — 1
doughertys.com
214.373.5399

What kind of impact has this had on your pharmacy?

In less than four years, the vitamin portion of our consumer health department increased from \$120,000 in 2009 to \$371,413 in 2012 with a continued increase in sales of 17.55 percent. With a second store that opened in 2011, the combined impact from the Nutraceuticals program is generating \$475,854 and capturing a 48 percent margin.

The Nutraceuticals program is generating \$475,854 and capturing a 48% margin.

"Taking the extra time to suggest a supplement that may help a patient have a more positive experience with their prescription or establish a relationship where ongoing purchases focus on products that are used in times of abundant health will show patients you genuinely care about their well-being, reminding them of you and the time you spent with them."

Mika Bradford, CN, CPhT

Replicating the program — what's it take?

1. Educate yourself and your staff on the benefits of companion selling to patients. A full-time certified nutritionist can greatly benefit your program but it is not required.
2. Identify your top 25 to 50 most prescribed medications and start a database of commonly prescribed medications that have known nutritional deficiencies or an increased need to be supplemented with that your staff can reference when they are checking patients out. This information can then be used to create collateral materials that can be handed out to your patients and the physicians you partner with.
3. Be diligent in updating your list and making sure that your staff realizes the importance of why they are suggesting the companion nutritional supplements and over-the-counter medications. Not only is it a way for your store to receive additional revenue, it's also a great service to provide to patients.

Poison Ivy Protection Program

A healthy and satisfied patient population

Eric's Pharmacy is a locally-owned and operated independent, full-line pharmacy with a quality selection of prescription drugs, vitamins, first aid supplies, cough and cold medications and other over-the-counter products.



Eric's Pharmacy
Eric Winegardner, DPh
Shawnee, Oklahoma
Years as Cardinal Health customer — 4
ericpharmacy.com
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ericrx@hotmail.com

They are known locally for their Poison Ivy Prevention Oral Solution — a solution compounded in the store and shipped across the state to poison ivy sufferers.

How did you get focused on poison ivy?

We are located in the heart of Oklahoma, which is known for its hunting and fishing. For Oklahoma, poison ivy is a year-round problem and the need for a product to combat the allergic reaction to poison ivy was evident. When we opened up our store, we learned about a homeopathic poison ivy remedy. We began compounding it in the pharmacy and promoted it to customers locally and to outdoor industries statewide.

How are you marketing this program?

We hired a full-time marketing professional to promote the Poison Ivy Prevention Program, as well as the other programs we offer. We work with electric and gas companies across Oklahoma to provide their outdoor lineman Poison Ivy Prevention solution. It helps save those companies hundreds of dollars each season. The pharmacy also advertises in numerous publications locally and statewide to promote the product to the many outdoor-loving Oklahomans. One publication even sought out more information to feature a story on the program. Due to the popularity in this particular publication, thousands of people contact our pharmacy each year inquiring about the program, many wanting to replicate it in their pharmacies.

What challenges have their been?

At the inception of the program it was a one man show. The creation of the compound is quite involved, so at the beginning this took a great deal of time. Marketing collateral has been revisited several times to keep up with the changes

to the program as it has grown and developed. I was using Ziploc® bags to package the solution. Today, we have our own solution packaging and a dedicated website — both which are necessary to the future success of the program.

How is this adding to your bottom line?

The program is worth approximately \$20,000 per year. Due to the promotional aspect of the program, the pharmacy gains an immeasurable amount of local publicity. Currently, 80 percent of our customers are return customers, so there is a healthy and satisfied patient population taking advantage of this solution.

What does it take to start this program?

1. Determine if there is a need in your area. Obviously, poison ivy prevention would not be necessary in urban markets. However, there could be a need for something else. Keep your mind open.
2. Once you identify your product or program and know how to make it, get the word out. Think big. I would not have received the publicity I did if the publication had not learned about the program and interviewed me. The marketing professional helped aid in that promotion and was a well worth investment.
3. And finally, be creative.

"This was not a new idea. I just took it to the next level."

Eric Winegardner, DPh

The program is worth approximately \$20,000.

Flu Vaccines Program

Be prepared: a motto that led to great success

Hobbs Pharmacy has been hosting health fairs and providing flu vaccines for several years. This past year, they doubled vaccinations from the prior year to 1,700.

They worked with local businesses, assisted living facilities, nursing homes and schools to make it a very successful immunization season. The secret to their growth is simple: upfront preparation.

How were you able to increase participation?

We begin marketing flu vaccinations to assisted living facilities and local businesses in April and May. Our pharmacists then begin to schedule dates at various locations for the upcoming fall season. While that may sound early, it is exactly this preparation that has allowed our immunization business to flourish.

"They know that Hobbs Pharmacy is the one providing their flu and pneumonia shots and so now they bring their prescriptions to us throughout the year. It's also a great way to provide a service to the community. By bringing ourselves to their office it's a lot more convenient for them."

Mark Hobbs, PharmD

Once we have an on-site session scheduled at a business, we mail flyers and forms to the site in advance. This saves time and gives them notice of any issues beforehand. It also allows us to run the forms through the patients' insurance in order to deal with any issues with claims up front.

Once on-site, paperwork is mostly complete and we can focus on the task at hand — shots. When administering vaccinations at assisted living facilities, our pharmacists ask questions about pneumonia and other related illness so they can recommend that shot at the same time. We bill the vaccinations to Medicare or to the individual's insurance plan for the local business — so there is no cost to the facility or individuals. More than 70 percent of our vaccinations take place off-site providing us a profit of about \$20,000!

We also hosts an annual health fair at the store in early September to promote the fall and winter services offered at the pharmacy.

How does this practice align with your overall marketing strategy?

The vaccination program gave us the opportunity to promote our name in the local community. Within the assisted living community, we have attracted many new patients because they know that Hobbs Pharmacy provides their flu/pneumonia shots. They then also bring their prescriptions to us throughout the year. It's also a great way to provide a service to the community. By bringing ourselves to their office, it's a lot more convenient for those getting the immunizations.

More than 70% of Hobbs Pharmacy vaccinations take place off-site providing them a profit of about \$20,000!



Hobbs Pharmacy

Jessica Beal, PharmD, Mark Hobbs, PharmD and Eric Russo, PharmD
Merritt Island, Florida
Years as Cardinal Health customer — 7
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hobbsrx@msn.com

What would you tell another pharmacy to do to grow their immunization business?

1. Start your planning early. The earlier the better. Starting early allows you to plan out your schedule, get the dates on the calendar and lets you know what to expect.
2. Promote your services to local businesses, assisted living facilities, etc. We even promoted to the local Air Force base. It's a great way to pick up additional patients.
3. Once you have the dates scheduled for your flu shots, send the forms in advance. Have all patients fill them out and collect them at least a week before you are issuing the shots. That way you can address any problems in advance saving you time (and maybe money).
4. When you are on-site, be efficient and friendly and network for other places to go next year. It worked for us!

Women's Health Focus

A holistic approach to the practice of pharmacy

When people think of Lehan's, they think of community health and wellness — not just a drug store. It's what they've done best in DeKalb County since 1946.

Lehan's has a full-service women's health area in their pharmacy focused on helping women who have been diagnosed with breast cancer. With dedicated floor space to mastectomy fittings, Lehan Pharmacy has become a "one stop shop" and a source of comfort for women dealing with breast cancer.

"We identify what their need is. Not just what they're coming in for. If you dig a little deeper you can figure out how to really help them. This is life. We're going to hold their hands through the entire process. We do this for our customers, and if you're in this business for them then everything else falls into place."

Terri Hettel Lehan, Certified Mastectomy and Compression Fitter

How does this program fit with who you are?

Our pharmacy has been in the family for four generations. The focus has always been one thing: customer service. Our staff treats patients like anyone would want their family member to be treated. We hear stories upon stories from patients who just need an ear. And many of our customers are here because of the women's health area. We consider the patient's overall health and take a holistic approach to address the patient's entire health care needs.

How are you spreading the word in your community?

We promote the women's health program in a word of mouth fashion making sure to go out from behind the counter when a new customer comes in to the pharmacy. We have also created flyers and mailers to promote a special night just for women, "Wine, Women and Wellness." On these evenings, our pharmacists speak with patients about services that align with women's health. Each month, we average 300 new patients by offering these handheld, counseling services. The women's health program has brought in a large number of walk-in patients along with new customers and at present, 1,000 – 2,000 women take advantage of the services that the pharmacy provides.

What challenges did you face upon implementing this program?

The biggest challenges were no doubt the level of involvement and training of our pharmacy staff and how to market the new program. One particular staff member who had the passion and drive for women's health took initiative and dedicated time and energy to make the women's health program take off. Before anything could begin, our staff was required to take courses on women's health to become certified. Today, we have three mastectomy fitters on staff and at least one fitter is working in the store at all times.

Each month, we average 300 new patients by offering these handheld, counseling services.



Lehan Pharmacy

Terri Hettel Lehan, Certified Mastectomy and Compression Fitter and D.J. Lehan, Certified Athletic Trainer
DeKalb, Illinois
Years as Cardinal Health customer — 1
lehandrugs.com/pharmacy
815.758.0913

What steps would another pharmacy need to take in order to duplicate this process?

1. The first step is identifying a need that you can have an expertise in. We found a niche where we knew we could make a difference. It happened to be women's health. This was an area that was important to our staff and we knew, inevitably, we could make an impact on customers.
2. Dedicate space in your store. Many people discovered the women's health focus that we were passionate about and so supply and demand forced us to consider how to allocate space — which we did. Customers enter the store and see an entire area dedicated to women's health making us an expert in this practice.
3. Have knowledgeable and friendly staff on hand. Make your patients feel comfortable coming in, talk with them and you will be able to grow this portion of your business because of it.

House Call Consultations

Pharmacy as a healthcare destination

Martinsville Family Pharmacy is all about providing convenient solutions for their patients.

Martinsville Family Pharmacy offers House Call Consultations to their patients to discuss new medications that they are taking and to answer any questions their patients may have. This service has resulted in a better relationship between pharmacist and patient and has elevated Martinsville Family Pharmacy as a healthcare destination.

How does the program work?

We dedicate one of our employees to be responsible for calling our patients at home. This individual works from her home and calls patients when it's convenient for them — mid-morning, mid-day, after the work day is over or later in

the evening. She has complete and total access to our system and patient records in a safe and secure environment. She calls patients daily and generates reports on new prescriptions.

Patients are selected to participate in the program based on those who have a large number of medications and those who are beginning a new medication. The whole point is to take time to make a personal phone call and have a conversation with the patients to ensure that they understand their medication. We can be, and are, their trusted healthcare provider and they feel comfortable and at ease asking questions they may not otherwise ask. This program has been remarkably successful — so much so that we now have three staff members making calls to patients.

We can be, and are, their trusted healthcare provider and they feel comfortable asking questions they may not otherwise ask.



How have you worked with and educated your staff to help support this service/practice?

The three dedicated staff members facilitating these calls are very well trained to have these conversations and have been able to eliminate barriers for patients helping them to take their medications correctly. One success story involved a patient who wasn't taking his medications correctly. One of our consultants called him at home and after talking for some time, the patient opened up that he was unable to read. It was a huge eye opener and a win for both us and the patient. Knowing about a barrier of this nature allows us to address it appropriately and make a difference for the patient. Win, win!

"Patients feel much more comfortable talking to someone over the phone than in person. They are able to ask their questions and get the answers they need from the comfort of their own homes."

Tony Pratt, B.S.

Martinsville Family Pharmacy

Tony Pratt, B.S.

Martinsville, Virginia

Years as Cardinal Health customer — 9

martinsvillefamilypharmacy.com

276.634.0922

What do you recommend to other pharmacies interested in building this service?

1. First and foremost, you need to have someone who is willing to dedicate time to this program. In our situation, one staff member had a desire to work from home and it worked perfectly to keep her on as part of the team and gave her ownership of a brand new program.
2. Once you have a dedicated staff person in place, identify the patients who would benefit from a personal phone call. We chose to select patients who were taking a large number of medications and those who were beginning new medications.
3. Start making phone calls — your patients will love it!

Auto-fill Program

Lower dollar, higher impact

In 2011, Medicap Pharmacy in the small town of Marshalltown, Iowa started to become a victim of very low margins. They faced a situation where their cashflow was tight and they needed to come up with a solution quickly.

Taking advantage of Cardinal Health Inventory Manager (CIM), they developed an auto-fill program that put cash back into their store and increased their customer service levels as well.

What made auto-fill seem like the right answer for you?

When we saw our cash flow start to dwindle, we tried cutting our operating cost, but that didn't seem to put a dent in the problem or free up the cash we needed. We realized that we had an opportunity to reconsider ordering and holding inventory. We knew a change was necessary and we were committed to not hurting the service we offered customers. So we started combing through the CIM data we had. The CIM data helped us see where an auto-fill program could help us manage our cash flow and offer even higher levels of service to our customers.

"The auto-fill program will allow a way to quickly put cash back into the store while improving customer service."

Sam Zoske, Owner

How did you get involved with Cardinal Health Inventory Manager?

In 2007, we participated in a pilot for CIM. It has a complete line of tools to analyze dispensed drugs into five categories. Every drug has a classification listed, A through E, A being the most dispensed and E being the least dispensed. After analyzing the reports and each percentage, we found that drugs classified as D and E consumed over half of our inventory and accounted for approximately \$150,000. Most of these medications were high dollar brands.

We conducted an audit and found that nearly 60 percent of the D and E drugs were returned. With this information, we identified each of the patients on those medications in our pharmacy system (PDX). We placed notes on each of those drugs in PDX indicating they are an auto-fill drug.

How does this align with your overall business strategy?

While the auto-fill program ultimately reduces inventory and increases cash flow, we also benefit in compliance and customer service. The auto-fill program eliminates patients' wait time for prescriptions while reducing our inventory by 40 percent. In fact, our inventory cost went from \$320,000 to \$182,000 as a result of this program and currently 40-50 percent of the patient base is signed up for our auto-fill program.



How are you building interest in your auto-fill program?

We market auto-fill to current patients through bag stuffers and we talk with new patients at the point of sale. In both cases we want our patients to understand the program and the benefits associated with it. At first, we marketed the auto-fill program on high volume items only where the program makes the most sense. Now we have adopted this promotional practice with each and every sale. Once a patient is signed up for the program, a pharmacist will notify them when a prescription is ready through email, phone or text — however the patient might prefer.

The auto-fill program eliminates patients' wait time for prescriptions while reducing our inventory by 40%. In fact, our inventory cost went from \$320,000 to \$182,000 as a result of this program...

Finalist

Medicap Pharmacy
Sam Zoske, Owner and
Samantha Zoske, PharmD
Marshalltown, Iowa
Years as Cardinal Health customer — 7
medicap.com
641.752.7139

What steps would a pharmacy need to take in order to duplicate this practice?

1. Adopt Cardinal Health Inventory Manager as an everyday inventory tool along with PDX.
2. Take stock of inventory and use Cardinal Health Inventory Manager to identify where inventory reduction can take place.
3. Create an auto-fill system for your patients that aligns with your pharmacy strategy.
4. Promote this newly created system to patients and local physicians' offices.
5. Track your inventory to see the changes from the beginning of the program. Your inventory cost should be much lower!

HIV Treatment and Classes

A unique service that sets a local pharmacy apart from the rest

The Medicine Shoppe Pharmacy in Binghamton, New York opened in the fall of 1997 with a dream of making the pharmacy into something big — a place where “everybody knows your name”.



The Medicine Shoppe Pharmacy
Karen L. Conn, RPh
Binghamton, New York
Years as Cardinal Health customer — 1
medicineshoppe.com
607.723.7584

A destination... not just another quick stop. Thanks to a local physician, The Medicine Shoppe Pharmacy has a very robust HIV treatment program that has brought in new patients and has provided a unique service to the community.

How did you identify a need for this service?

Our pharmacy is down the street from one of the leading physicians in the area treating HIV patients. The physicians were referring their patients to a mail order pharmacy and having some issues with the service the patients were receiving. The physician then decided to refer patients to local pharmacies — including ours — with much better results.

Our sales have increased greatly and they are up over 10% since we initiated the program.

How has your program evolved?

My true interest now lies in the care of patients living with HIV. They are *living* with HIV now, a big change from years ago. We currently have nearly 100 patients living with HIV and we work closely with the local doctor's office to coordinate their care. We strive to educate ourselves about their specific medications, side effects, drug interactions, and social struggles as these differ from many other disease states. We deliver or mail their medications to promote confidentiality, and we package their meds into bubble packs and/or medication boxes (if they wish) to promote compliance. We work closely with the case managers at the Southern Tiers AIDS program and have been named a “Southern Tier AIDS Community Partner” which is quite an honor.

How are you marketing your HIV treatment program?

Marketing, to me, means getting your name and image out into the community and promoting your business. Word of mouth is the best advertising you can get. In our area, the HIV community is very tight knit and when we make one person's life better — they share that with others. The physicians know that they can count on us to watch over their patients and make sure they remain compliant with their medications. As pharmacists, we see their patients much more often than they do.

We communicate and meet with the case managers for the HIV patients and work together on financial and insurance issues. We promote our services to a local church with a “friends” support program that offers dinner once a week for patients, family and friends

How much time does it take to manage this service?

There is a medium time commitment and our time commitment varies with each patient. Some patients require medication boxes. The clinic will call us and specifically request these for patients that they suspect have a problem with compliance or don't understand how to take their medications correctly. Anyone can put pills in boxes, but what we offer sets us apart and makes our pharmacy special. On top of filling prescriptions, we offer counseling to patients at any time, either in store or in a meeting room that is separate from the pharmacy area. Our patients sometimes feel more comfortable discussing their medications and treatment in a private area, and we want to be able to offer them that. Our sales have increased greatly and they are up over 10 percent since we initiated the program. We received 79 new customers during the month of February (2013).

What steps would a pharmacy need to take in order to build an HIV program?

1. Learn about HIV medications. Your staff needs to be knowledgeable about the medications that are being assigned to your patients.
2. Network locally. We set up a lunch and learn with the local doctors and showed them everything we had to offer.
3. Connect with support groups. If there is a local support group for HIV patients make sure you connect with them and let them know that the pharmacy is there to help them and you that you offer HIV specific services.
4. Market your services and have patients speak on your behalf. The best way to get the word out is from a patient that is currently using your service and recommends it to others.

“My true interest now lies in the care of patients living with HIV. They are now living with HIV, a big difference from years ago.”

Karen L. Conn, RPh

Community Pharmacy Residency Program

Readying future pharmacists

As independent pharmacists, the team at Middleport Family Pharmacy believes it is always important to give back to the pharmacy community.

Their unique Community Pharmacy Residency Program offers new pharmacy graduates a way to gain valuable experience in a local community pharmacy and discover firsthand the rewards of independent pharmacy.

What made you think of creating a residency program?

After my daughter graduated from pharmacy school, she was apprehensive about taking full ownership of a retail independent pharmacy. She wanted more experience and confidence before embarking on the next chapter in her life. She wanted to find a residency with a pharmacy to become more comfortable in the practice. Together, we decided to form a residency program at Middleport with her as our first resident! The first two years of the program, we offered one graduate residency and have since expanded to two. We are now entering into the fourth year of the program and have plans to grow the program in the future.

How does this practice support your overall business strategy?

We felt this would provide an exciting opportunity that would benefit the pharmacy profession. It also gives pharmacists the ability to position the profession in the proper light. Coming to the table with a community-based clinically developed pharmacy program was a proactive move on our part. Having two more certified pharmacists on staff gives us an edge and allows us to better serve our customers. More staff also allows for staffing flexibility. While the residents are paid, it's not a full wage so it has a smaller effect on our budget.

Having two more certified pharmacists on staff gives us an edge and allows us to better serve our customers.

"We wanted to develop a program that is an example and best practice that can help move the profession forward."

Steve Giroux, RPh



Middleport Family Pharmacy

Steve Giroux, RPh

Middleport, New York

Years as Cardinal Health customer — 23

middleportfamilyhealthcenter.com

716.735.3261

What steps would a pharmacy need to take to implement this program?

1. Seek out partnership with a local university or college, if you have one in your community. Your alma mater is a great start too. Universities are scrambling to identify community pharmacy sites and there is high demand for this space. Universities want to expand their offerings to the community pharmacy sector and will sometimes fund the program. Co-funding or grant money is an option, too.
2. Work with the school to get accreditation through the student's residency track program.
3. Identify an existing staff member, or hire another staff member, to coordinate the process and take ownership of the project.
4. Go through the match process and develop criteria. Conduct interviews in December and make decisions in January and February. Matches are then made in March.

Diabetes University

If you build it, they will come...

Midtown Pharmacy believes that education is the foundation for their patients to adopt healthier lifestyles and make better decisions. With this foundation patients can lower their risk of complications and improve their quality of life.

The mission of Midtown Diabetes University is to provide excellent diabetes education and self-management training to people with diabetes and their caregivers.

How does Midtown Diabetes University support your overall business strategy?

As an independent pharmacy, we are always exploring new ways to grow business. We started Midtown Diabetes University to do just that while giving the best care to patients in the Whitsett community. Our program coordinator, Amy Brian, PharmD, Clinical Pharmacy Practitioner (CPP) and Certified Diabetes Educator (CDE) is a part-time pharmacist at Midtown and has almost seven years of experience as a diabetes educator. We currently have patients enrolled in

"It's important that you don't just grab these patients, educate them for a few hours and then turn them loose. You want to provide them ongoing education so that they are constantly learning. Ultimately, they will have loyalty to your store and return for other reasons."

Amy Brian, PharmD, CPP, CDE

the program who are not already customers of Midtown Pharmacy. Often after they participate in the program, they transfer their prescriptions to Midtown as a result of their confidence in the pharmacy's knowledge and outstanding level of care. The program also boosts sales of diabetic supplies and increases compliance for prescriptions.

How does the program build this ongoing relationship with patients?

We believe that one of the most important things to consider when attempting to grow any program is to continuously look at ways to improve the program. We conduct a thorough evaluation at the end of each program to determine the level of impact for each patient. We offer ongoing free classes through the Sweet Spot classes from Cardinal Health. It's important that patients know that follow up is available. Once patients have completed the program, we follow up by phone (four weeks out) to inquire how things are going based on the goals they set. Then we do a 4-6 month follow up on how they are doing with their behavioral goals and we share all of this information with their primary care provider as well.



How are you growing Diabetes University?

Our staff pharmacists spent time connecting with doctors' offices promoting the program. We found that one of the most important ways to achieve success for this program was to receive referrals from the patient's provider. Other marketing tactics included a comprehensive overview on the store website, bag clippers, and word of mouth which turned out to be the biggest bang for the buck. Current patients informed their friends and family members who are affected by diabetes and really drove traffic into the pharmacy. The program is covered 100 percent by Medicare and Medicaid and several of the third-party private insurance carriers will help with the cost of the program. We use an outside billing service to assist with eligibility verification and billing for the program.

What steps would tell another pharmacy to follow to create their own version of Diabetes University?

1. Determine the need. You do not have to seek out your target population — they are already there with the percentage of patients being diagnosed everyday with diabetes.
2. Develop a relationship with the local physician offices around and see how willing they would be to support a program like this. Ask if they would be willing to provide referrals to your pharmacy.
3. Figure out your curriculum. How you are going to facilitate the classes — in a series, all day Saturday?
4. Identify patients and ask them to participate in a pilot class. In order to get accredited, you have to submit some patient data. If you are able to host a few pilot classes, you can get accredited by AADE using that data.
5. Once your program is established, start in-store marketing targeting those patients you know would be applicable. Just start spreading the word.

Finalist

Midtown Pharmacy

Kasey Woods, LPN, CPhT, and
Amy Brian, PharmD, CPP, CDE
Whitsett, North Carolina

Years as Cardinal Health customer — 6
midtownrx.com
336.446.0099

You define independent pharmacy. It is your profession. It is your life and in many cases your families are as much of the business as you are. Your business is woven into the fabric of your community. It is much more than a sign above the door. It is a choice you made and are committed to.

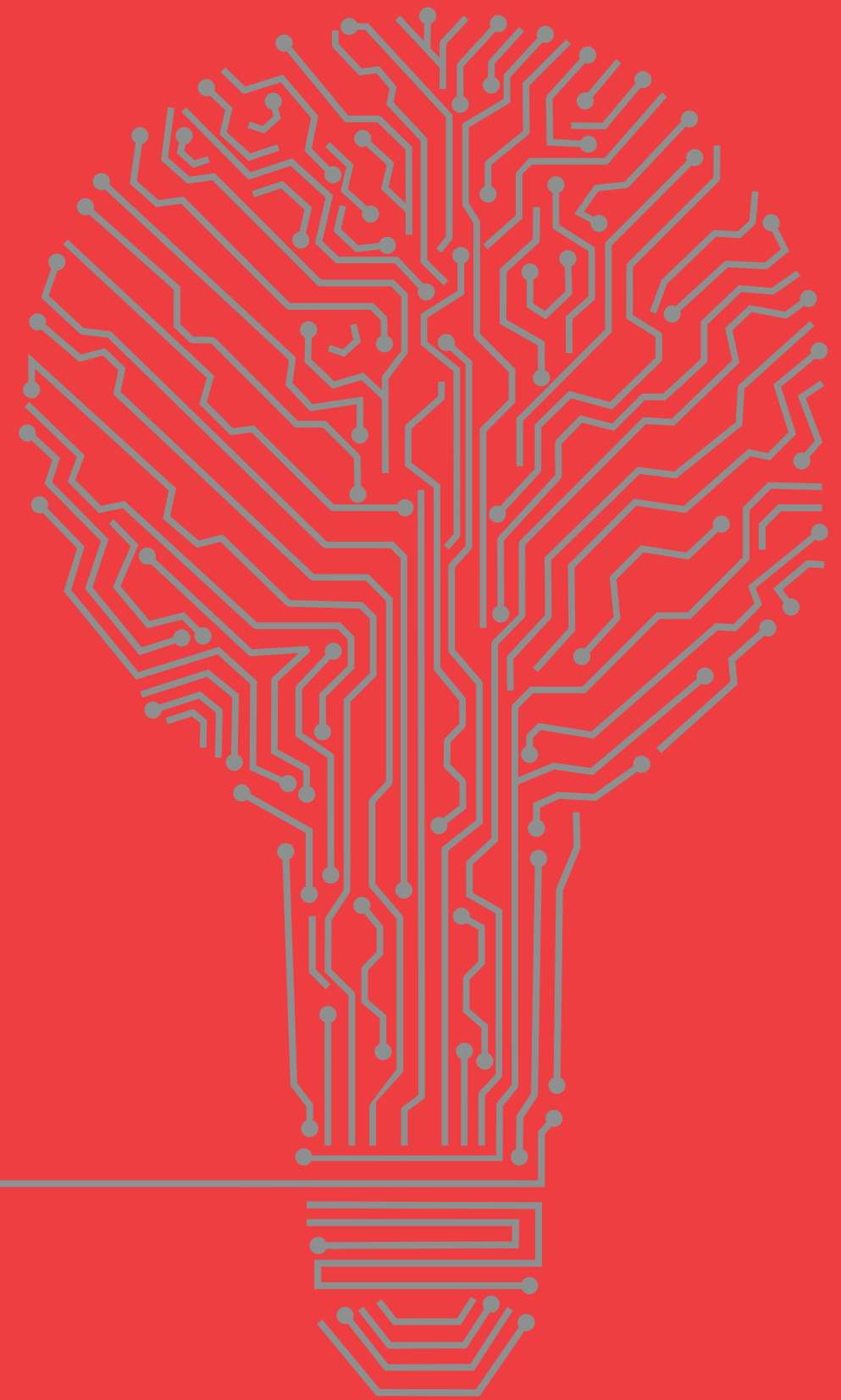
To be successful in independent pharmacy, you need an industry-leading partner you can count on — one who understands your business, the challenges you face and the passion you have for your life's work. A partner who brings you lots of ideas. Cardinal Health is that partner — and we are all about you.

Cardinal Health provides effective solutions and services to help independent pharmacies manage all of their pharmacy business needs.

The value of an idea lies in the using of it.

Thomas A. Edison

Discover how Cardinal Health can help your independent pharmacy be more successful. Contact your Cardinal Health Pharmacy Business Consultant or [cardinalhealth.com/CommunityIndependentPharmacies](https://www.cardinalhealth.com/CommunityIndependentPharmacies).





cardinalhealth.com