View from the Bench

EMPAA 2017
Independent Pharmacy Presentation
Newport, RI
November 1, 2017
Disclosures

Kevin Musto declares no conflicts of interest, real or apparent, and no financial interests in any company, product, or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.
Agenda

- Identify challenges pharmacists encounter day to day in the practice of pharmacy.
- Identify the key financial challenges facing independent community pharmacies.
- Learn about community programs that engage patients and improve adherence.
- Learn how pharmacy has embraced technology to improve workflow and outcomes.
Self-Assessment Questions (T/F)

1. There are currently 10,000 prescription and 300,000 OTC medications available?
2. Patients who receive MTM services from community pharmacist are 3 times less likely to have a re-admission in the next 60 days?
3. The congressional budget office reports that a 1% increase in adherence can result in a 1/5% decrease in total medical spending?
4. By 2018 the White House plans to shift > 50% of their fee for service payments for healthcare to a value driven model?
5. CDC reports > 50% of population has a chronic disease and > 80% of healthcare $ spent on patients w/chronic disease?
Independent pharmacy day to day challenges

- Insurance networks: preferred v. non-preferred
- Fair reimbursement from PBMs
- Timely reimbursement from PBMs
- Wholesaler / Manufacturer shortages
- Wholesaler / Manufacturer pricing
- Mandatory mail order
- Specialty designation of medication
- DIR fees
- EHR not accessible for all providers
Where do we go from here?

A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be.

- Wayne Gretzky

Pharmacy is not going to be paid more, but could be paid differently for value.

-Joe Moose, PharmD.
How has Independent pharmacy differentiated from chains?

- Community Presence
- Personalized care
- Customer service

- But must create intentional new differentiators due to chains migration to these service areas.
- Must improve quality of our patients' lives
New focus for independents

Current (volume based) model of pharmacy is based on market share, volume, growth and contract price.

Future (value based) model of pharmacy is based on quality, efficiency, partnerships and services.

Value = Health outcomes achieved / # of $ over the cost of care cycle

Pre-encounter, encounter, post-encounter coaching, disengaged patient
What does the clinical community pharmacist look like?

- Chronic-care oriented.
- Integral member of healthcare team.
- Utilizes technology and social media.
- Detailed and intentional in marketing.
Social Media

Independent pharmacies utilize social media to connect to their patients and to promote patient services. It not only brings awareness, but it also let your patients know you care.

03/21/17 Rock your socks for World Down Syndrome day
Clinical team-coaching

**Challenges:** 1 in 5 of every American who is hospitalized are re-hospitalized.

**Goal:** exciting opportunity to improve outcomes.

Patient visits per year in Delaware with their:
- Prescriber – 3
- Specialist – 9
- Community Pharmacy – 35
Clinical Services engaging patients

- MTM
- CMR
- CCM
- Flu shots
- Hepatitis A, Hepatitis B
- Zoster vaccination
- Pneumonia
- Meningococcal
- Tdap
- HPV
- Blood glucose screening
- Blood pressure screening
- Smoking cessation counseling
Legislative involvement

Pharmacists can be integral in legislation affecting the practice of pharmacy and Bills that improve patient access to medications.

Delaware has 2 of 3 counties of which are medically underserved. Rhode Island has 3 of 5.

07/20/17 Gov Carney signs SB 48
Prescription take back programs

Independent pharmacies engage patients when educating and holding proper disposing Programs.

➤ Opportunity to reinforce care plan with patients

514 lbs taken back on 04/29/17
CMS 5-Star Quality Rating Review

- Monitors patients’ adherence to diabetes, hypertension, and cholesterol medications (Priority Therapeutic Classes)
- Evaluates use of High Risk Medications (HRM) in elderly
- A pharmacy which performs well and obtains high performance scores will have a positive impact on patient care
- A pharmacy can increase patient adherence and communicate patients’ medication habits with prescribers.
How can Independent pharmacy increase patient compliance?

Atlantic Apothecary exceeds the organizational and state average for all priority therapeutic class medications.
Adherence Calls

- A pharmacy staff member will call patients who are 3 or more days late refilling their Priority Therapeutic Class medication.

- Provides an opportunity to discuss compliance, determine why doses were missed, and ways to improve.

- Patients can discuss concerns they have about their medications.
OutcomesMTM/Mirixa

- Medication Therapy Management
- Comprehensive Medication Reviews
- Targeted Intervention Program – Pharmacists can address medication issues such as gaps in care, non-adherence, high-risk medications and cost-saving opportunities

OUTCOMESMTM™

The Face-to-Face Difference

Mirixa®

The Power of Pharmacy®
Synchronizes a patient’s medications around a designated fill date.

Allow pharmacy to proactively request refills for patient prior to scheduled fill date

Prescribers can anticipate medication needs

Results in fewer trips to the pharmacy for patient

No cost to patient for service

Better pharmacy inventory
How can independent pharmacy increase patient compliance?

Adherence calls

Prescribe Wellness

Adherence Packaging

Software (PioneerRx)

MedSync

OutcomesMTM/ Mirixa

iMedicare
How Technology has improved pharmacy

Pharmacies utilize automation to count fast moving medications which allows staff to spend more time with patients and on patient services.
Pharmacies adherence packaging automation to assist patients to be more compliant.
Technology continued

Pharmacies use counting machines such as an Eyecon instead of counting trays to improve efficiency, accuracy and accountability. Not only does the Eyecon count the medication, but it also records tray photos in the event there is a patient-disputed discrepancy.
Compounding

Independent pharmacies compound human and veterinary medications to provide additional services.
Flavoring

Independent Pharmacies offer flavoring for a small fee to improve drug palatability and compliance. For example, we offer a flavor of the month.
Patient mobile-based technology

- Wearable technology
- Smart phone / Smart watches / tablet apps
- Device Bluetooth connectivity
- Current and new technologies allow pharmacies to interact with patients on the go
- Pharmacies can sync with patient data and can interact when not hitting goals.
- Bidirectional texting can motivate and help patients achieve better outcomes
Contact Information

Kevin Musto, R.Ph.
302-653-9355 (WELL)
kevin@atlanticapothecary.com