Bridging the Gap from Rehab to Home

NCPA Annual Convention 2017

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Disclosure

• Brenda Palumbo declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

• Steve Fettman declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

• Gabe Trahan is the Senior Director of Store Operations and Marketing with NCPA. The conflict of interest was resolved by peer review of the slide content.
Learning Objectives

• Discuss the mobility concerns and necessary safeguards for patients moving from rehabilitation to the home environment.
• Describe services the community pharmacy can offer that are of value to the patient and the caregiver.
• Outline resources for training both pharmacy staff and caregivers to improve patient “at home” safety and comfort.
Billable Braces

- Know your insurance coverage parameters
- Know your insurance reimbursement
- Set your price points on the highest insurance reimbursement available to you.
- You cannot charge different prices to different insurance companies.

Customer base for braces

- Sports injuries.
- Elderly needing support.
- People wanting to prolong having surgery.
- Carpal tunnel sufferers.
Top Three Billable Braces

- Hinged Knee ($135.00 retail reimbursement is a wide range)
- Lumbosacral Spinal Orthotics ($425.00 retail),
- Pneumatic Walker Boots ($250.00 retail)
- Wrist Braces ($65.00) retail

Mobility
Billing and Selling Mobility

- Know your insurance coverage parameters
- Know your insurance reimbursement
- Set your price points on the highest insurance reimbursement available to you.
- You cannot charge different prices to different insurance companies.

Billing and Selling

- Display confidence when interacting with a patient.
- Make sure your staff is trained on how to adjust or fit, depending on the product
Adjusting Your Mobility Device

PROTECT YOURSELF FROM UNNECESSARY FALLS

Let Klein’s Medical adjust your mobility device for you!

Klein’s medical

Training

How to Walk With a Cane

YouTube

411,000+ Views

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www.ncpaweb.org/2017/en
Training

Learning to Use a Cane

Learning to Use a Walker

Learning to Use Crutches (two-weight bearing)

Upgrades!

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www.ncpawest.org/toterevolution
Accessories

Installation is the Key
- Walker ski glides
- Tripod cane tips

Merchandising
Marketing Braces and Mobility

- Doctors (Family Practice)
- Orthopedic Surgeons
- Foot & Ankle specialist
- Geriatric offices

Growth

10 years from now 73 million Americans are projected to be 65 years old and older.

The sales growth for billed sales for our DME category (which contains mobility) is up an average of 1% over last year.

We can no longer bill walkers for Medicare due to competitive bid in our area.

We are encouraged we had growth, all be it small, and did not lose business.

Source: U.S. Bureau of the Census
Davies Drugs

Steve Fettman RPh.
Davies Drugs
Automatic Door

Bath Safety

BEFORE

TODAY
Home Safety and Comfort Center
Davies Pharmacy

Who is your Customer?

- Mostly seniors or a family member purchasing for them
- Post surgery- knee, back, hip
- Sustained injuries from broken bones
- Patients with special mobility limiting conditions
- Elderly patient to weak to stand for long periods of time.

ALLOWS PATIENT TO STAY IN THEIR HOME!
Choosing the Correct Product

- Size of bathroom and bathtub
- Is there a shower? bath tub? or combination?
- Size of the patient (our bath chairs are all clearly marked with weight restrictions)

Choosing the Correct Product

- Does it need to be stored when not in use?
- Light weight? Easy to clean?
- Adjustable height?
Choosing the Correct Product

- Transfer bench vs traditional bath seat.

Signage
Extra sale & Increase safety

- Grab Bars: *Drillable, suction or attached to toilet.*
- Raised Toilet Seats
- Shower Sprays:
- Safety Mats
- Night Lights

Seven Must Haves Products

1. 3 in 1 Commode

ADD ON SALES INCLUDE
- EXTRA BUCKET
- BUCKET LINERS
- DISINFECTANT SPRAY
- ROOM DEODORIZER
### Seven Must Haves Products

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<td>2.</td>
<td>Variety of Bath Chairs</td>
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<td>3.</td>
<td>Bath Benches</td>
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<td>Transfer Benches</td>
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### Seven Must Haves Products

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<td>Suction Hand Grips</td>
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<td>6.</td>
<td>Hand Bars</td>
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<td>7.</td>
<td>Variety of Raised Toilet Seats</td>
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Marketing

• Advertise in monthly coupon book.
• Local radio station prints a directory
• Bathroom safety presentations at local senior high rises.
• Gift Basket, gift certificate and or bath safety product raffle.

Delivery

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www.ncpa2017.org/otawåninfm

NCPA
NATIONAL COMMUNITY PHARMACISTS ASSOCIATION
Questions!

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Shoot the Breeze!

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