



## Eight Ideas to Kick Your Adherence Program Up a Notch

by Bri Morris, PharmD

Seventy-five percent of independent community pharmacies across the country have implemented adherence programs to help their patients stay healthier and out of the hospital, according to the 2015 NCPA Census. Nearly 3,000 pharmacies are offering NCPA's Simplify My Meds® appoint-

ment based model (ABM) program. For this edition of *Adherence—It Only Takes a Minute*, we bring you some of the best practices we've heard from community pharmacies that have been successful in expanding their synchronization programs. Here are eight highly effective strategies to build out your adherence offerings.

**Color code sync patients with baskets.** Keep better track of when patients are due to come in to the pharmacy by using a different color basket for each day of the week. On a busy day, the staff can know at a glance who is coming in today and tomorrow and who will be in later that week.

**Sync delivery patients by neighborhood.** One community pharmacist owner was able to cut down on delivery costs by dividing his delivery area into quadrants and syncing medication for patients in the same part of town to the same week of the month.

**Ask about OTC medications or supplements during the pre-appointment call.** Don't miss the opportunity to sell the patient any needed vitamins or OTCs well ahead of their appointment time. When the patient comes in to pick their prescriptions, their OTC medications are ready with all of their other prescriptions.

**Delegate tasks to a technician.** Many pharmacy owners fall into the trap of taking on the responsibility of implementing and managing their pharmacy's adherence program themselves while still trying to run their business. A pharmacy technician (or other member of the pharmacy team) can manage 95 percent of the day-to-day operations of the adherence program, only involving the pharmacist for clinical assessment.

**Consider syncing a family's prescriptions together.** For the busy parent

struggling to take care of her young children and an aging parent, aim to make her life a bit simpler by synchronizing the whole family's medications to the same day.

**Build relationships with prescribers.** Physician payments are increasingly being tied to quality, and the prescriber community is looking for resources to improve patient outcomes. Ensure your area prescribers know about your pharmacy's delivery, med sync, packaging, medication therapy management, or other services that may help the patient take her medications appropriately. NCPA has a variety of prescriber detailing resources available at [www.ncpanet.org/marketing](http://www.ncpanet.org/marketing).

**Sync patients based on primary disease state.** If all of your diabetes patients are due to come in during the third week of the month, you may consider offering diabetes education classes or a special on diabetic socks during that time. This strategy also may make sense for bulk ordering of medications as well.

**Work MTM cases and immunizations into the appointment date.** The patient's pick-up date is a perfect time to market other pharmacy services that would be beneficial for the patient. During the pre-appointment call, ask the patient if his appointment date would be a good time to sit down and talk about his medications or get his shingles shot, and then, staff accordingly.

For more great tips like the ones listed in this article, join us for the session "Profits and Opportunities: Pearls from Your Colleagues" at the 2016 NCPA Annual Convention in New Orleans. ■

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