



Data Mining to Impact Lives

by Emily Selby, PharmD,
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Elaine Ladd, PharmD, MBA, can trace her start in pharmacy back to the position she held at the local independent pharmacy as a teenager. However, upon graduating from Midwestern University Chicago College of Pharmacy, she chose to pursue two years of clinical residency and accepted a faculty position at Idaho State University College of Pharmacy. Though she enjoyed her role, it wasn't until she began moonlighting at an independent pharmacy that she discovered her passion, and in 2008, she jumped in wholeheartedly to open a hybrid pharmacy in Boise, Idaho. With this new pharmacy, Ladd had a vision for an advanced community practice that would allow her to provide better care for patients, and alongside her husband Kip, this vision developed into Ladd Family Pharmacy.

Since that time, Ladd has developed a practice providing compounding, immunizations, health screenings, and a variety of other offerings. While excelling in

Editor's Note: "Profit Pearls" is an occasional series of articles focusing on pharmacies that have successfully used innovation, expanded offerings, and outstanding customer service to become staples of their community.

each of these areas, the pharmacy's medication synchronization program has developed beyond the ordinary.

GETTING STARTED WITH MED SYNC

Ladd chose to pursue a medication synchronization program after receiving inspiration from NCPA. She saw this as an opportunity not only to set apart Ladd Family Pharmacy, but also to provide enhanced patient care. For Ladd, it was never about increasing the number of refills or bringing up the bottom line. It came down to filling a need in the community and focusing on better outcomes for her patients. Even as the program has progressed, she remains concentrated on her patients, and in particular, high-risk patients.

IT TAKES A VILLAGE

Ladd has a strong business background, and she understands the importance of quality employee training. Because there is no specific department dedicated to adherence, all staff members receive training in this area. She wants to ensure that each employee has a clear understanding of how their actions impact their coworkers. This training is repeated every six months so all staff are up to speed on program modifications and updates.

Ladd also grasps the need for the organization to maintain efficiency, leading to developing checklists and operating procedures for the pharmacy's activities. This frees up the team to focus on providing exceptional care. Above all, she strives to empower each employee to take charge of their work and think creatively to expand their niche.

BEYOND SYNCHRONIZATION

At Ladd Family Pharmacy, the adherence program goes beyond traditional medication synchronization. It begins with data mining. Patients at the highest risk for nonadherence and

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poor outcomes are targeted, and with today's technology platforms, identifying these patients is easier than ever. Once enrolled in the pharmacy's program, the patient or caregiver receives the standard monthly phone call prior to the synchronization date. During this call, a checklist is utilized to identify potential problems and discuss office visits or hospitalizations, along with changes in health status.

Additionally, her team focuses on coordinated care through provider outreach. They strive to pinpoint what Ladd describes as the "decision maker" provider, the practitioner primarily in charge of the patient's care. While often this may be the primary care practitioner, in many cases, it is a specialist. Each month, they reach out to this decision maker and provide a comprehensive list of the patient's prescription medications, OTCs, and supplements. The pharmacist and practitioner reconcile this list; then, once reconciled, it is distributed among all of the patient's providers. Therefore, each member of the health care team, including caregivers, is working from the same list every month.

Ladd's adherence efforts also provide support to patients and caregivers as problems arise. Free delivery is available for all patients, which provides another opportunity to touch base with the patients. Again, a checklist is reviewed to identify potential problems, and a phone call to the pharmacist can be made on the spot. Whenever a medication question arises, Ladd Family Pharmacy strives to be the first to the scene. This requires an emphasis on excellent communication, and in many cases, a trip to

the patient's home beyond delivery. Through employee training and empowerment, Ladd seeks to equip her adherence team to answer questions, create a plan, and provide solutions as situations arise.

CONTINUED ADVANCEMENT

By working alongside other health disciplines and caregivers, Ladd Family Pharmacy aims to highlight what pharmacy can bring to the table and the potential impact on coordinated care and improved outcomes. Opportunities have arisen to partner with a local hospital to assist in the care of their most challenging patients and assist in smoothing care transitions. Moving forward, Ladd hopes to continue growing and expanding this program, but her vision remains the same: "to impact lives." Above all, Ladd and her staff strive to practice along their core values, and they use these principles to define their success. In Ladd's mind, when you are primarily concerned with caring for the patient, the bottom line will take care of itself. ■

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