

UP FRONT

We have to make radical changes if health care is going to work for everyone

We've all heard the old saying, "The definition of insanity is doing the same things over and over and expecting a different result."

Those of us in independent pharmacy have not only heard the saying, but we also live it every day. We all know many things that worked successfully 20 years ago don't work today. Even things that worked five or 10 years ago don't work. That's why NCPA points its education and advocacy efforts toward changing the payment model and practice transformation through clinical services. Pharmacists who want to run a successful business can't dwell on the good old days. PBMs and an ever-changing health care landscape keep us on our toes.

I think it would be hard to find anyone – regardless of political affiliation – who doesn't believe that our health care system is broken. The system isn't focused on better outcomes. As the most accessible health provider for millions of Americans, we have the proximity and influence to guide patients toward better outcomes and a healthier lifestyle. That's why many of us have joined CPESN® USA. Through CPESN, we can offer a higher level of care to patients who need it. It's so easy for these patients to fall through the cracks, but we

have the ability to care for them as they should be cared for, thus keeping them out of the hospital and emergency department and saving taxpayer money. It makes sense, and it should be easy. Sadly, it isn't. It's hard to change what is entrenched. But we're going to keep trying.

"Change is never easy. But we're making it happen."

Last fall, at the virtual NCPA Annual Convention, we heard a compelling case for health care reform from Dave Chase, the founder of Health Rosetta. Chase believed that health care in the United States is badly broken. He created Health Rosetta to focus on reducing the amount of money that is spent on health care, keeping employees healthier and safer, and improving satisfaction levels, enabling companies to provide complete health protection to their employees. Health Rosetta now has a nationwide network of more than 200 advisers and collectively represents about five million lives.

In this month's issue of *America's Pharmacist*®, you'll find an article



(page 26) on Chase and his efforts to fix what is broken in our system. In the article you'll also hear from an independent pharmacy CEO and pharmacy adviser to get their perspectives. Check out their thoughts and see how they relate to what we're trying to achieve as community pharmacists. We're all working toward goals that make sense to me – healthier people, less bureaucracy to wade through, saving money, and better outcomes. Who doesn't want that?

Speaking of practice transformation, here's a way to make that happen for you and/or your pharmacy. Consider being part of the NCPA Innovation Center/CPESN Community Pharmacy Fellowship program. The program begins its second year in September and applications are being accepted now. Learn more at www.ncpa.org/fellowship. The first year of the program has been a resounding success.

Change is never easy. But we're making it happen. ■

Best,

A handwritten signature in black ink, appearing to read "Brian Caswell".

Brian Caswell, RPh
President