



## **Enhanced Services Boot Camp**

The boot camp brings together experts—pharmacy owners like you who are successfully growing their businesses—to share how they are doing it and give real life coaching on the operations and management of an enhanced services business. This program is a great fit for pharmacy owners, managers, staff pharmacists, residents & students.

### **PRELIMINARY Agenda (Subject to change)**

**7.5 hours of continuing education credit**

#### **Introduction—What is the Opportunity? (CE)**

Changes in health care delivery and payment along with shortages of primary care physicians have put independent pharmacy owners in a unique position to partner with physician practices to expand their clinical service offerings to better serve patients and transform their pharmacies' into healthcare destinations.

1. Discuss new collaboration opportunities between prescribers and pharmacies.
2. Describe components of a re-engineered practice.

#### **Workflow Best Practices (CE)**

Incorporating additional activities in an already busy and stressful environment can be overwhelming. Clinical pharmacist, lead technician, delivery driver – every member of the pharmacy team has a role to play with new opportunities in clinical services. Developing and streamlining an efficient proactive workflow and staffing model is the key to growth and long-term success.

1. Discuss how an ABM program can positively affect pharmacy operations.
2. Outline staffing/workflow considerations needed for enhanced service delivery.
3. Create job descriptions for key roles of pharmacy team in a re-engineered practice.

#### **Break (Non-CE)**

#### **Implementation Practices: Motivating and Training Your Staff (CE)**

A pharmacy team can make or break a pharmacy. In this session, we will discuss introducing new ideas to your pharmacy team and examine strategies for motivating team members.

1. Develop mechanisms for “getting buy in” on your pharmacy culture.
2. Apply best practices for engaging and training the pharmacy team to streamline operations.
3. Develop mechanisms for giving feedback and managing resistance to change.

#### **Lunch (non-CE)**

**Financial Planning: Building the Business Case for Expanded Services (CE)**

Finding the right time to expand your business, the right portfolio of services to be offered, and the right budget for each stage of pharmacy growth can be daunting. Before adding or making changes in your practice, it's important to outline a plan.

1. Identify how to account for clinical pharmacist time and what services will bring in new income to help the pharmacy grow.
2. Discuss common financial considerations when offering any new pharmacy service.

**Making Connections, Developing Your Brand (CE)**

Creating a brand and enhancing your practice image is a critical component of launching a new suite of services. This segment of the program will give you the tools and resources to get the word out to patients and physicians.

1. Articulate your pharmacy elevator speech.
2. Create a plan to build relationships with other health care professionals in your area that can lead to opportunities for your pharmacy.

**Break (Non-CE)****Update on Chronic Care Management: Opportunities and Challenges (CE)**

Pharmacists have the ability to enhance their patients' care and bill Medicare using chronic care management and transitional care management codes.

1. Discuss chronic care management and transitional care management opportunities for revenue in delivering clinical pharmacy services.
2. Demonstrate how businesses are able to implement these programs while remaining profitable.

**Enhanced Services Networks (CE)**

If you think payment reform for pharmacy services is a thing of the future, think again. Community pharmacy enhanced service networks are developing all across the country.

1. Discuss common characteristics of pharmacies in a community pharmacy enhanced service network.
2. Discuss the role of community pharmacy in providing medication management resources to the highest risk populations.
3. Describe how pharmacies are positioning themselves to integrate with care teams to lower health care costs and participate in new models of care and reimbursement.