
Date: Monday, October 12, 2015
Time: 4:00 pm – 6:00 pm
Location: Gaylord National Harbor Resort and Convention Center, National Harbor 2

Title: The Clinical Community Pharmacy – The Journey Continues
Sponsored by Merck
ACPE # 207-000-15-120-L04-P · 0.2 CEUs
ACPE # 207-000-15-120-L04-T

Activity Type: Application-based
Speaker: David Pope, PharmD, CDE, Chief of Innovation, Creative Pharmacist
Justin Wilson, PharmD, Valu-Med Pharmacy
Joe Moose, PharmD, Moose Compounding Pharmacy
Jay Williams, Pharmacy Directions
Troy Trygstad, Vice President, Pharmacy Programs, CCNC

Pharmacist and Pharmacy Technician Learning Objectives:

Upon completion of this activity, participants will be able to:

1. Discuss advanced disease state based patient care models and their delivery in the community setting.
2. Evaluate the healthcare market place partnership opportunities and what benefits the community pharmacy can deliver.
3. Discuss the attributes of technology to facilitate patient care, communication and workflow between the pharmacy and healthcare partners.
4. Develop a message for your community and its value as a healthcare provider and partner.

Disclosures:

David Pope is the Chief of Innovation with Creative Pharmacist. The conflict of interest was resolved by peer review of the slide content.

Justin Wilson 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.

Joe Moose 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.

Jay Williams is an employee with Pharmacy Directions. The conflict of interest was resolved by peer review of the slide content.

Troy Trygstad 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.

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THE CLINICAL COMMUNITY PHARMACIST:

JOIN THE CONVERSATION

DAVID D. POPE, PHARM.D, CDE
CHIEF OF INNOVATION, CREATIVE PHARMACIST

#RETHINK: PHARMACY

THE CLINICAL COMMUNITY PHARMACIST IS:

Chronic-care oriented

An [] member of the healthcare team

Utilizes creative []

Intentional in marketing

MAKING IT PERSONAL

1. Is there a particular disease state that you enjoy learning and teaching more than others? []
2. Name one way you can begin to work with this particular group of patients beyond what you're currently doing (don't forget to write down how you will track and monitor). []

CHRONIC-CARE ORIENTED

- Vested interest in [] beyond the prescription-filling process
- Goes beyond adherence to include clinical measures

ALL PHARMACISTS ARE CLINICAL

It's a []

CIRCLE THE CHRONIC CARE ORIENTED AREA YOU ARE MOST INTERESTED IN EXPANDING YOUR BUSINESS

- Transitions of Care
- Diabetes Self-Management Education
- Weight Loss Management
- Asthma/COPD Management
- Comprehensive Immunization Reviews
- Heart Failure Management
- Adherence Management



AN INTEGRAL PART OF THE HEALTHCARE TEAM

JOE MOOSE, PHARM.D
OWNER, MOOSE PHARMACY

MAKING IT PERSONAL

Name 8 entities in your community that you could possibly partner with in a way that may eliminate some of the gaps in the current care of your patients.

Identify 4 primary barriers that are preventing you from partnering with one of these entities:

Identify 4 ways you will overcome these barriers:



UTILIZES CREATIVE TECHNOLOGY

JUSTIN WILSON, PHARM D
OWNER, VALU-MED PHARMACY

REVIEW FROM LAST YEAR

- Many pieces of technology focused on workflow efficiencies, accuracy and time management
 - Robotics, bar code scanning, work flow tracking, IVR
- Medication Therapy Management Platforms
 - Mirixa, Outcomes, and others
 - Creative Pharmacist uses Spark web portal to connect even more with patients
- Patient App now available!!
- Patient Adherence
 - Simplify my Meds
 - Med Sync technology in pharmacy software platforms
 - Robotics used for adherence packaging
- 5 star ratings
 - Technology solutions like EQUIPP, Prescribe Wellness, ATEB , among others
- Electronic Health Records
 - Shared information between all health providers
 - North Carolina HOME Project
- Mobile Technology/Wearable Technology
 - Healthcare Apps, exercise tracking, etc.
- Interoperability vs Integration

SO WHAT'S NEW IN 2015-2016??



Gone are the days that the doctor, dentist, lawyer, and pharmacist were simply just the known professionals in any given town. **Pharmacy owners need to become intentional about promoting the pharmacy and its services in their community.**

John Maxwell claims that the #1 Invaluable Law of Growth is the law of _____ . You must **become intentional in your approach to marketing.**

Website

Many of you have websites. Now, let's make them the best that they can be. Your website will be increasingly more important than every other form of media.

In a 2014 AARP study, over 50% of **seniors 65+ use the Internet multiple times each week** and _____ of do the same.

1. Search

Some estimate that Google has 500 different criteria in its search algorithm. That being said, Google has admitted to a couple key drivers that impact search:

- A. Google gives more weight to **keywords found in the beginning of a title**, so include key words in your _____.
- B. _____ is one of the few drivers that Google has publicly confirmed. It's that important.

2. Referrals

Load your website with recommendations from patients. Start with _____ if you need to do so. Over **70% of consumers trust recommendations/reviews from other patients.**

Consider video testimonials. Video will be a new factor in search.

3. Health Information

In addition to having patient recommendations, you should provide health information on your website. **72% of Americans search online for _____.**

That coupled with the fact that **in a recent study on valued sources for health care information, pharmacists were _____ to doctors and gaining on them from a similar survey 10 years prior.**



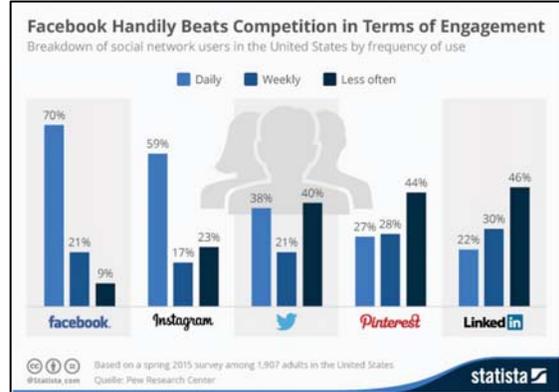
	2011	2012
1. Doctors	69.9%	76.2%
2. Pharmacists	55.9%	52.9%
3. Nurses, physician assistants	55.1%	47.9%
4. Friends, spouse, other relatives	53.2%	55.9%
5. In-doctor's-office ads, brochures, pamphlets, wallboards	39.1%	47.4%

Source: Kantar Media's 2011 NARS Q1/Q2 Study, 2011 versus 2012. Respondents were asked to indicate the value of certain sources for health care information.

Social Media

Social Media is here to stay. Actively work your pharmacy's Facebook page. According to a 2015 Pew Research Foundation report, **72% of online Americans are using Facebook**. That is _____ of all Americans. 70% of online Americans are using Facebook every day.

Seniors are using it, too. In the same AARP study, 35% of seniors 65+ use social media multiple times each week and **50% of adults ages 50-65 do the same**.



1. Your Social Strategy

Keep your pharmacy's social media _____. Stay away from content posted on multiple Facebook pages.

2. Referrals

Similar to your website, post recommendations to your Facebook page.

Use your iPhone or iPad to

_____.

Facebook Video Domination
Since Facebook video views surpassed YouTube for the first time back in summer 2014, video has continued to grow with features like **native video auto-play**. Marketers follow the money, which explains why we've continued to see video explode on the social network.

3. Referral Sites

Speaking of recommendations, take advantage of the referrals sites that are out there, like Google, Yelp and Angie's List Health. _____ **your patients to post recommendations/reviews on your pharmacy.**

Start today. **RETHINK the way you market pharmacy and its services in your community.** Offer services that will attract your ideal patient. Then, use the free marketing tools that are available to you in order to get the word out into your community.