

Date: Monday, October 20, 2014
Time: 4:00 pm – 6:00 pm
Location: Austin Convention Center, Room 17AB, Level 4

Title: The Clinical Community Pharmacist: Join the Conversation
Sponsored by CardinalHealth, EPIC Rx, PioneerRx, Parata, Emdeon, H.D. Smith, PrescribeWellness, McKesson, Ateb, Good Neighbor Pharmacy
ACPE # 207-000-14-225-L04-P · 0.2 CEUs
ACPE # 207-000-14-225-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

Pharmacist and Pharmacy Technician Learning Objectives:

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

1. Discuss how models of coordinated patient care offer opportunities for traditional retail pharmacies.
2. Explain the advantages and disadvantages the community pharmacy has in working in the developing models of care.
3. Discuss the potential impact of quality ratings on pharmacy networks, and how the retail pharmacist can improve their position.
4. Describe existing community pharmacy healthcare business models and how these models were developed.

Disclosures:

David Pope 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.

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 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.

Jay Williams 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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If at any time during this activity you feel that there has been commercial or promotional bias, please inform us by reflecting the information on the session evaluation form.

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 [redacted] member of the healthcare team

Utilizes creative [redacted]

Intentional in marketing

MAKING IT PERSONAL

1. Is there a particular disease state that you enjoy learning and teaching more than others? [redacted]
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). [redacted]

CHRONIC-CARE ORIENTED

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

ALL PHARMACISTS ARE CLINICAL

It's a [redacted].



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

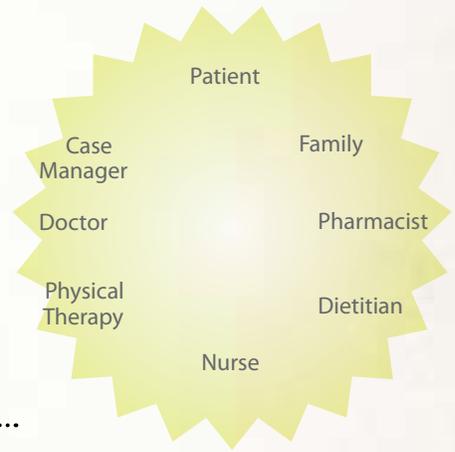
- Transitions of Care
- Diabetes Self-Management Education
- Weight Loss Management
- Asthma/COPD Management
- Comprehensive Immunization Reviews
- Heart Failure Management
- Adherence Management

AN INTEGRAL PART OF THE HEALTHCARE TEAM

**JOE MOOSE, PHARM D
OWNER, MOOSE PHARMACY**

FOUR STRATEGIES TO MAKE YOUR PHARMACY A REMARKABLE PART OF THE HEALTHCARE TEAM

1. Understand what matters
 - a. What matters to patients
 - b. What matters to yourself
 - c. What matters to the healthcare system
 - d. What matters to payers
2. Not
 - a. Things are not going to automatically change
 - b. Educate yourself
 - c. Commitment to Q.A.- Abandon "stuck because we are safe" mentality
 - d. "Living on the edge.."
3. Find your moment
 - a. Pay more or pay different
 - b. Change culture of pharmacy- "Culture beats strategy"
 - c. It is always a work in progress
4. Matters:
 - a. Technology connectivity
 - b. Immersion
 - c. Connective with other healthcare entities



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.

| | |
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At this convention, identify 4 technology vendors that may have some solutions for your practice to be more efficient in the delivery of patient-centered care:

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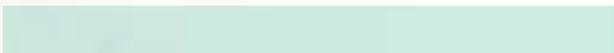
UTILIZES CREATIVE TECHNOLOGY

JUSTIN WILSON, PHARMD
OWNER, VALU-MED PHARMACY

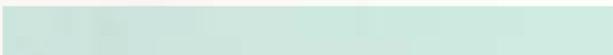
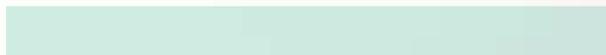
The Clinical Community Pharmacist must track, record, and report outcomes as well as connect in innovative ways with their patients.

MAKING IT PERSONAL

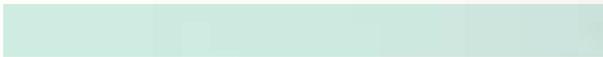
List 3 barriers to providing patient care in your practice:

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What technology solutions exist to help overcome these barriers?

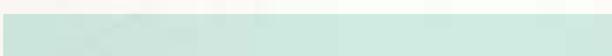
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List 3 ways you have implemented pharmacy technology to enhance care in your practice.

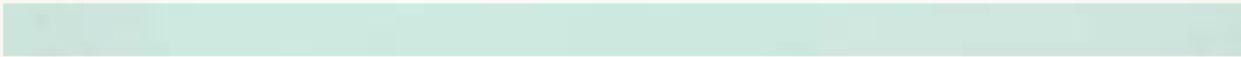
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TECHNOLOGY NEEDS

What technology needs can be developed to help enhance care in your practice?

| |
|---|
|  |
|  |

What needs will you be talking about with pharmacy vendors after this meeting?

| |
|--|
|  |
|  |



INTENTIONAL IN MARKETING

JAY WILLIAMS
PHARMACY DIRECTIONS

Q1. TOP 2 REASONS THAT MEMBERS OF YOUR COMMUNITY SHOULD FREQUENT YOUR PHARMACY

1.
2.

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BRAGGING

Independents continue to be #1 in pharmacy customer satisfaction in J.D. Power and Consumer Reports studies.

Walgreen's CEO, Greg Wasson, says, "."

As seen on TV:

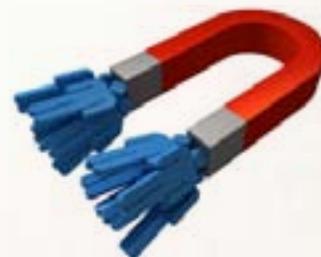


| DRUG STORES | | | | |
|-------------|-----------|------------------------------|---------|-------|
| RANK 2012 | RETAILER | U.S. MEASURED-MEDIA SPENDING | | |
| | | 2012 | 2011 | % CHG |
| 1 | Walgreens | \$283.4 | \$217.3 | 30.5 |
| 2 | CVS | 105.1 | 91.5 | 14.9 |
| 3 | Rite Aid | 47.1 | 45.9 | 2.8 |

Q2. DESCRIBE YOUR BEST CUSTOMER OR YOUR 'DREAM CUSTOMER':

ATTRACT YOUR BEST CUSTOMER

de·lib·er·ate *adjective* \di-'li-bə-rət, -'lib-rət\
 : done or said in a way that is planned or intended
 : done or said on purpose : done or decided after careful thought



Q3. HOW DO YOU FIND YOUR BEST CUSTOMER? (WITHIN YOUR PHARMACY? WITHIN YOUR COMMUNITY?)

“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn’t really do it, they just saw something. It seemed obvious to them after a while. That’s because they were able to connect experiences they’ve had and synthesize new things.” -Steve Jobs

CREATE YOUR MESSAGE

CHANGING YOUR MESSAGE TO “SPEAK IN THE LANGUAGE” OF YOUR IDEAL CUSTOMER WILL LURE THEM INTO YOUR PHARMACY



Your Brand is everything you do:

1. Your in-store welcome and phone welcome
2. Your delivery vehicle and delivery person
3. Your in-store experience
4. Your website and other media
5. Your Associates

Take advantage of it all!

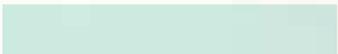
Q4. HOW CAN YOU IMPROVE YOUR MESSAGE TO CONNECT WITH CHRONICALLY ILL PATIENTS IN A MORE MEANINGFUL WAY?

TELL YOUR COMMUNITY ABOUT YOUR CLINICAL SERVICES

Q5. HOW DO YOU GET THE WORD OUT TODAY?

There are too many options to cover...but focus on these 3:

1. Website and Web Search

72% of internet users say they have searched online for: 

2. Social Media

3. Build Your E-mail Database

Save money- Using e-mail campaigns is the most cost-effective way to reach your existing patients.

Capture e-mail addresses as a part of your workflow

5 NEW APPROACHES TO EXPAND YOUR REACH:

