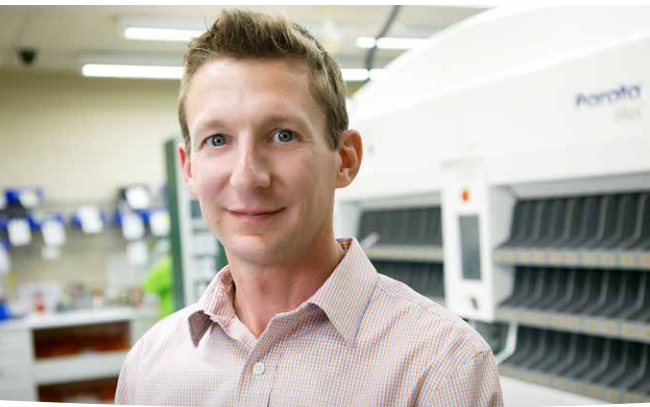


5 Tips on Creating an Adherence Program that Attracts Patients and Partners

Tip Sheet
by Tripp Logan



“We began shifting our model of care delivery nearly 10 years ago to focus on adherence and patient care, and it put us ahead of the curve.”

It's no secret that medication non-adherence is a widespread and expensive challenge, leading to less-than-ideal patient outcomes and costing the U.S. health care system more than 290 billion dollars each year. As medication management experts, pharmacists have a large role to play. In its 2013 National Adherence Report Card, the National Community Pharmacists Association listed patients' personal connection with a pharmacist or pharmacy staff as the top predictor of medication adherence.

Our pharmacy began developing a program to help patients stick to their medications nearly 10 years ago. Based on our learnings and data, my father and I developed MedHere Today®, a comprehensive medication adherence service that provides pharmacists with tools to create an adherence program based in medication therapy management along with a way to track the program's impact for independent pharmacies.

Over the years, we've developed a few tips for creating an adherence program that gets attention.

1) Anticipate the market direction.

Everyone in the health care system is working to figure out this new value-based model. Watch the direction health plans and payers are moving in and anticipate what they will need from pharmacy to achieve their goals. It will take time to develop new industry standards, but you can take steps now to position your pharmacy for success. We began shifting our model of care delivery nearly 10 years ago to focus on adherence and patient care, and it put us ahead of the curve.

2) Make each patient interaction count.

We started developing our medication adherence program because we wanted to do more to support patients managing chronic conditions and complex medication regimens. Rather than reacting to patients coming into the pharmacy to pick up medications four to six times each month, we see them twice a month: once to pick up medications, and once to meet with a pharmacist about their health and wellness goals. We fill nearly 70 percent of the program's prescriptions through Parata Max® automated dispenser, giving our team time to be intentional about each patient interaction. This extra time helps us provide patients with exceptional service and the resources they need to take control of their health.

3) Measure your performance.

To position themselves for future success with health plans and pharmacy benefit managers, pharmacies must do more than fill and deliver medications. A study of our adherence program showed that program participants filled an additional 29 scripts per year and identified significant increases in adherence measures and generic utilization. Is your pharmacy improving adherence rates or patient outcomes? Be sure you have a way to measure and show your performance and impact.

4) Perfect your pitch.

Now that you're measuring your pharmacy's performance, where are you performing well? Learn your numbers and what they mean to other health care providers, and become comfortable discussing your role in patient care. When you have the opportunity to pitch your pharmacy to potential partners, you'll be prepared with the discussion points that matter and the data to back them up.

5) Approach partners and payers.

When you can demonstrate a positive impact on patient adherence, your pharmacy is primed for powerful, profitable partnerships. Begin conversations with hospitals, home health agencies, accountable care organizations, health plans and pharmaceutical manufacturers. Listen to their concerns and needs and tailor your prepared pitch to explain how your pharmacy can help address those challenges. Be prepared to continue the discussion and build the relationship. Key partnerships will take time to nurture.

ABOUT TRIPP

Tripp and Richard Logan own and operate L & S Pharmacy in Charleston, Missouri. They also co-own [MedHere Today®](http://www.medheretoday.com) (www.medheretoday.com), a model of pharmacy practice that takes a proactive approach to medication adherence. Tripp and his father rely on Parata Max to label, count, sort and cap much of their prescription volume, so the pharmacy team is free to help patients manage medications and lead healthier lives.

LEARN MORE ABOUT MAX

Pharmacists across the country are using Parata technology to help improve patient adherence and outcomes and reduce health care costs. Want to know if Parata Max automated dispensing solution is right for your pharmacy? Contact us today at success@parata.com.

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