



Brett Kappelmann, PharmD Cooper Drug Store

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5 Tips To Pharmacy Success in the Changing Industry

It's projected that 164 million Americans will suffer from at least one chronic disease by 2025. In Kansas, chronic diseases already account for eight of the 10 leading causes of death and for nearly \$20 billion of the \$26 billion Kansas spent on health care in 2010. Medication therapy plays a key role in managing chronic diseases effectively – positioning pharmacists to help improve patient outcomes and reduce costs.

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Here are a few tips to ensure your pharmacy's success in the changing industry:



Focus on your Vision and the Opportunity

So, you're familiar with the needs of your community and local care providers, and you have a plan to help. Perfect. Focus on your vision and the steps you and your team must take to make it a reality. Our pharmacy saw the needs of homebound patients managing chronic conditions and responded with a simple medication adherence program. Now that the program is successfully in place, we're able to pursue partnership opportunities and referral sources to grow our patient base.



Make Good Team Communication A Priority

Most business owners recognize the importance of good communication. But it's easy to get caught up in your day-to-day activities and forget to share the details of your plan with your pharmacy team. Your staff needs to know your vision and how they can help achieve it. I expected our adherence program to grow rapidly, and I worked with my team to make sure our pharmacy was prepared. If I had caught them off guard by adding new technology and a new program, it could have been a detriment to the business.



Assemble An All-Star Team

Speaking of team — develop a great one. Put your strongest team members on a new adherence program because that’s where your greatest opportunity lies. I’m fortunate to have an all-star team who believes in our vision, works to improve our efficiency, and takes any changes or challenges in stride. We meet regularly to discuss our adherence program and look for opportunities to make it better. I can count on them to manage the in-pharmacy parts of the program, so I can focus on the business and strategy side.



Aim for Long-term Operational Excellence

Adding new technology to your pharmacy creates a rapid learning curve. We’ve made a conscious effort to avoid workarounds and quick fixes. Instead, we invest the resources and time in finding long-term solutions to achieve operational excellence. Become familiar with all the tools and tricks your technology offers to increase your efficiency. For example, we were billing patients’ medications one-by-one. With Parata PASS Ware™, you can batch fill and bill a patient’s medications. We saw significant time savings in our packaging process once we utilized this tool.



Keep The “Gloom And Doom” At Bay

Declining reimbursements, rapidly changing legislation, lack of preferred provider status — it’s easy for independent pharmacists to get caught up in these challenges and discouraged about their businesses’ future. You can advocate for pharmacy without getting bogged down. I recently informed my state representative about how pharmacists can help Medicaid patients stay healthy at home and reduce our state’s medical spending. And I can honestly say I’m excited about the industry’s future and the valuable role my independent pharmacy plays in it.

About Brett

Brett Kappelmann, PharmD, owns Cooper Drug Store, one of just two independent pharmacies in Augusta, Kansas. Brett is securing new business with a simple medication adherence program geared towards patients managing chronic diseases. The adherence program is operated through Cooper Drug Store’s long-term care division, Golden Plains Pharmacy Services.

Learn More about Parata PASS

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

