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“ *Hospitals and physicians are looking for partners who can impact patient outcomes and bottom lines.* ”

5 Tips for Successful Pharmacy-Provider Partnerships

As the health care industry works toward goals set by the Affordable Care Act – improved care, improved health and reduced spending – hospitals and physicians are looking for partners who can impact patient outcomes and bottom lines. As they realize pharmacists can play a critical role in patient care, you have the perfect opportunity to define your role and drive your pharmacy’s success.

Our pharmacy has secured strategic partnerships with a hospital and an Accountable Care Organization (ACO) with an adherence program that enhances patient outcomes.

Along the way, we’ve learned a few tips for building successful partnerships



Start an Adherence Program

Medication non-adherence costs the U.S. health care system \$290 billion every year. When you help address root causes of non-adherence and make it easy for patients to stick to their medication regimens, you become a valuable partner to health care providers looking to lower medical costs. Our adherence program pairs elements from the National Community Pharmacists Association’s Simplify My Meds™ model with Parata PASS Pack™ strip packaging, so it’s easy for patients to see when it’s time for their next dose.



Get your Team on Board

Involve your team as you develop an adherence program. Share your vision and explain your goals. Adding a new program and new automation will impact their routine and your pharmacy’s workflow, and clear communication can help smooth the transition and gain their buy-in. When my team members saw how simple strip packaging makes medication management for our patients, they became the program’s biggest advocates.



Find An Opportunity To Make A Big Impact

As a community pharmacist, you witness patients' health challenges every day. Which patient populations struggle to manage medications? Which care providers are looking for partners who can help keep patients healthy? Do a little research to find your opportunity. Our pharmacy is located in a regional medical center, so partnering with the nearby hospital to help prevent readmissions and the associated financial penalties made perfect sense.



Pursue Strategic Partnerships In Your Community

Once you've identified an opportunity, start a conversation with the health care providers in that market. Look for leaders who are discussing new care models and working towards the triple aim: better care, better outcomes, lower costs. If you're targeting a hospital, reach out to the discharge planners. For ACOs, approach the clinical director or physicians in the network. We set up in-person meetings and came prepared with patient success stories and samples of the adherence packaging. It was the first time some providers had seen an alternative to traditional vials or blister packs – and they loved it.



Track Clinical Outcomes

A good adherence program involves more than just getting meds filled and delivered on time. Our program includes monthly comprehensive medication reviews. We conduct these by phone to make sure patients are on track with their medications and to collect data about their health outcomes. This regular touch point allows us to be more proactive in patient care and to collaborate with physicians early if intervention is necessary. And, when our partners ask about our impact, we're prepared with data to show the value we add.

About Ramesh

Ramesh Upadhyayula, R.Ph., owns Desert Hospital Outpatient Pharmacy in Palm Springs, Calif. Ramesh adds new patients from the hospital and ACO network to his medication adherence program every day, and he recently hired another pharmacist to help with medication therapy management so he has time to market his growing adherence program.

Learn More about Parata PASS

Pharmacists across the country are using strip packaging to attract strategic partnerships with accountable care organizations (ACOs), hospitals, physicians, payers and others.

Want to know if Parata PASS Pack strip packaging is right for your pharmacy?

Contact us today at success@parata.com

