



Tim Wright, PharmD
Wagner Pharmacy

“ *Community pharmacists’ strengths are well-suited for the changing health care industry.* ”

5 Tips to Prepare your Pharmacy for Value-Based Health Care

As the U.S. health care system moves from a fee-for-service model to a fee-for-value model, independent pharmacists need to look at their businesses differently. In fee-for-service models, our reimbursements are tied to filling prescriptions. That may soon change. Legislators, physicians, hospitals, insurers and other players are looking for partners who can help improve patient outcomes and reduce health care spending. Pharmacists, as one of the most trusted and most underutilized health care professionals, have great opportunity to reshape their businesses and redefine their roles in patient care.

Over the past two years, we have worked hard to ensure our independent pharmacy’s relevance in a new, value-based health care system.

Here are a few lessons we’ve learned along the way:



Be Willing to Change

Many pharmacies have been operating the same way for more than 15 years. To succeed in the next era of pharmacy, you must be willing to flip the dispensary model upside down. Community pharmacists’ strengths are well-suited for the changing health care industry. With our medication management expertise and regular access to patients, we can step into more clinical roles and provide personalized, high-touch care to help improve patient outcomes.



Use Data to Make Smart Decisions

Data is driving health care reform at the national level. We’re using the same industry data to guide our business strategy and the development of MedAssist, our suite of clinical services designed to educate and empower patients to take charge of their medications and their health. We’re also collecting our own data. With EQulPP™, a performance information management platform, we can quantify and better understand our impact on patient care. It gives us visibility into how well we are serving our patients, opportunities for improvement and how we compare with other pharmacies in the state.



Invest in your Team, Service & Technology

Pharmacists know reimbursement models are changing, but right now, we're still getting paid by filling prescriptions. That can make it difficult to justify spending in areas you're not being reimbursed for yet. Have faith that payment models will change to reflect your pharmacy's value instead of volume, and prepare your pharmacy now. Invest in your team, add clinical services and incorporate technology to automate your back end processes and allowing your team members to spend more time counseling patients.



Take the Chaos Out of your Pharmacy

Pharmacists are trained for more than filling prescriptions. We're experts in medication management and can help patients lead healthier lives. In a typical pharmacy setting, where you're reacting to customers waiting for prescriptions and phones ringing off the hook, you don't have time to be effective in your clinical role. Remove the chaos from your pharmacy. A comprehensive adherence program allows you to be proactive instead of reactive. It lends control and predictability to your workflow and facilitates regular conversations and check-ins with your patients.



Recognize your Achievements & Impact

Following the tips above will benefit your pharmacy business. But when we look back at the progress we've made, something even bigger stands out. Our programs have changed lives. Now, our patients are engaged in their care instead of uninformed; they walk into the pharmacy with positive outlooks instead of negative; they're becoming healthier instead of struggling to manage chronic illnesses. It's incredibly fulfilling. I encourage all pharmacists to recognize the impact you have on your patients and let it inspire you to continue your great work.

About Tim

Tim Wright, PharmD, and his wife Nora Wright, PharmD, own and operate Wagner Pharmacies in Clinton, Iowa. The couple established a suite of clinical programs to improve patient outcomes and position their pharmacy for success in the changing health care system. They recently added Parata PASS strip packaging to their adherence program to make it easy for patients to manage medications and lead healthier lives.

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

