

# 5 Ways to Grow Your Business with Strategic Partnerships

Tip Sheet  
by Bretton Walberg



“I use Parata PASS strip packaging to make it easier for patients to take their meds as prescribed and for me to grow my business.”

One in five Medicare patients is readmitted to the hospital within 30 days, and a recent study shows that patient confusion about medication triggers readmissions.<sup>1</sup> That’s one reason hospitals and other providers are teaming up with community pharmacies to improve medication adherence. I use Parata PASS strip packaging to make it easier for patients to take their meds as prescribed and for me to grow my business.

Here are a few tips for attracting strategic partners:

## 1) Start an adherence program.

We started an adherence program called “Care-Fill” about 14 years ago. The program name was a play on words, to help people be more “care-ful” in taking their medications as prescribed.

## 2) Offer a great product.

We began by filling medication boxes for patients, but if they dropped them, pills fell everywhere. When I saw Parata PASS, I knew strip packaging would be a great way to grow our business. When we started using it, our adherence program took off.

## 3) Market your offering aggressively.

Our first marketing effort was a newspaper campaign, with fullpage, four-color ads. People saw the ads and contacted us to learn more. Then, we put ads on radio, then local cable television. As consumers’ interest grew, so did interest from strategic partners. We pick up about 10 new customers every week.

## 4) Talk to local hospitals.

We work with a local hospital to manage medications for select discharged patients. When patients are admitted, the hospital gives them the option to work with us. When a patient signs up, one of our pharmacists meets with him every day he’s in the hospital to counsel him on his meds, talk about how they’re working for him and discuss side effects. Then, we stay in touch after he’s discharged from the hospital.

<sup>1</sup> “The Revolving Door: A Report on U.S. Hospital Readmissions,” Robert Wood Johnson Foundation (February 2013)

## 5) Watch for opportunities.

When you offer an innovative product and great service, your pharmacy gets noticed. We bought an independent pharmacy in another state whose owner wanted to sell to us because he had seen the great work we were doing for patients. Sometimes, opportunity comes looking for you.

## ABOUT BRETTON

Bretton Walberg, R. Ph., and his wife, Stacey, purchased Jamestown Pharmacy in 1999. Through their early adoption of technology, strategic partnerships and a tireless focus on patient care, the husband and wife team has grown Walberg Family Pharmacies from one location to 11 — and they just signed a hospital with a plan to improve patient adherence and reduce readmissions.

## 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](mailto:success@parata.com).

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