

Prescription for VALUE-DRIVEN SUCCESS



Parata

An INTRODUCTION

In response to the United States' climbing health care costs and declining patient outcomes, the Affordable Care Act (ACA) was signed into law in 2010. It established three key goals: reduce spending, improve care and improve outcomes. This legislation is driving a fundamental shift throughout the health care industry.

For pharmacists, this shift has created both challenges and opportunities. With expertise in medication management along with access to patients and a trusted reputation, pharmacists are perfectly positioned to help decrease health care spending and empower patients to lead healthier lives.

Many pharmacists have taken great strides to redefine their role in the industry and in patients' journeys to wellness. We're pleased to partner with these pharmacies to share their stories, best practices and actionable advice in this eBook. We hope you find it helpful as you position your own practice for success in the new health care landscape.

How to Get the Most Out of This Resource

Each chapter of this eBook features an individual pharmacy and its response to industry changes. Three overarching themes emerged as we compiled their approaches and advice. To achieve success, these pharmacies focused on:


- Business Growth
- Medication Adherence
- Safety and Efficiency

In the next section, we provide brief context for each theme and introduce the tagging system used throughout this eBook. This system will help you quickly identify the examples that will be most useful to your pharmacy as you identify opportunities and narrow in on your path to success.



Business Growth


In 2012, independent community pharmacy represented an \$88.7 billion marketplace.¹ Despite decreasing prescription sales, total sales have increased in the past year. Pharmacies can capitalize on the changing industry by providing value-added patient care services and forming strategic partnerships with providers and payers, who are looking to pharmacy for help cutting costs and keeping patients healthier at home.

Look for  to learn how pharmacies are using this time of uncertainty to pursue new opportunities to grow their businesses.



Medication Adherence


It is estimated that medication non-adherence costs the U.S. health care system as much as \$290 billion in unnecessary spending each year.² Despite evidence that medication therapy can help effectively manage chronic diseases, nearly half of the 117 million U.S. adults with at least one chronic condition do not take their medications as prescribed. With the increasing aging population and growing prevalence of chronic diseases, the health care community is focused on improving medication adherence.

Look for  to learn how pharmacists are helping patients lead healthier lives through counseling and comprehensive medication adherence programs.



Safety and Efficiency

According to a study conducted by the National Community Pharmacists Association, more than 20 percent of independent pharmacies operated at financial a loss in 2012.¹ We spoke with pharmacies that consistently turn a profit to learn how they maintain their margins, and we heard this: they rely on automation technology. By automating backend operations, they increase safety and efficiency while positively impacting their bottom line — and they create time to provide patient care.

Look for  to learn how pharmacists are leveraging technology to increase safety and efficiency and grow their businesses.

1. National Community Pharmacists Association (2013). 2013 NCPA Digest. Retrieved from: http://www.ncpanet.org/pdf/digest/2013/2013digest_financials.pdf
2. CVS Caremark (2013). 2013 State of the States: Adherence Report. Retrieved from: http://info.cvscaremark.com/sites/default/files/SOS-Adherence-Report-2013_Final_2.pdf

Table of Contents



Business Growth

Cooper Drug and Golden PlainsPage 5

Desert Hospital Outpatient Pharmacy.....Page 10

HealthCo PharmacyPage 22

Pharmacy ConceptsPage 30

Wagner PharmaciesPage 34

Walberg Family PharmaciesPage 39

Wangsgard PharmacyPage 43



Medication Adherence

Cooper Drug and Golden PlainsPage 5

Desert Hospital Outpatient Pharmacy.....Page 10

Gateway Apothecary.....Page 14

HealthCo PharmacyPage 22

L & S PharmacyPage 26

Wagner PharmaciesPage 34

Walberg Family PharmaciesPage 39



Safety and Efficiency

Greater Lawrence Family Health CenterPage 18

L & S PharmacyPage 26

Pharmacy ConceptsPage 30

Wangsgard PharmacyPage 43

Cooper Drug and Golden Plains



PRODUCTS:

Parata
PASS 208™



Brett shares how he has grown his business through a medication adherence program and partnering with local home health agencies.

 **Click to watch video ►**



For Brett's advice on how to build a medication adherence program to effectively manage chronic diseases and influence patient outcomes, view his tip sheet, *5 Tips to Pharmacy Success in the Changing Industry*.

 **Click to view tip sheet ►**

Meet 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.

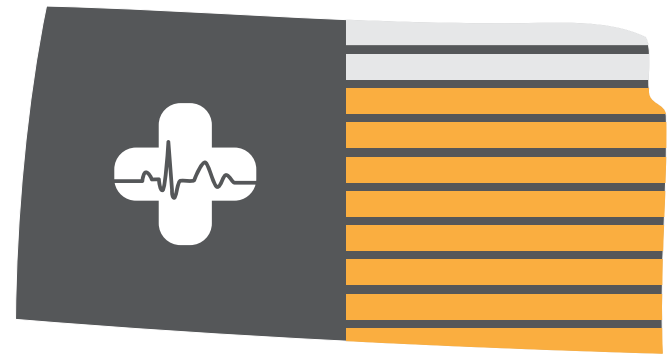
the CHALLENGE

With chronic diseases accounting for eight of the 10 leading causes of death in Kansas, Brett needed a way to help improve patient outcomes for its chronic disease patients with complicated medication regimens.

Cooper Drug Store has served Augusta, Kansas, since 1922. Brett took over the family business in 2005 and continues to honor his father's legacy of community and old-fashioned service — with a modern spin and a focus on patient care.

Chronic diseases account for eight of the 10 leading causes of death in Kansas. In 2010, Kansas spent nearly \$26 billion on health care with chronic disease costs accounting for almost \$20 billion of that spending.

“Many of our patients are managing one or more chronic diseases,” Brett says. “Medication therapy plays a huge role in managing these conditions successfully, but most patients do not have an easy way to keep up with medications at home.”



Chronic diseases account for eight of the 10 leading causes of death in Kansas.

the SOLUTION

Brett uses a medication adherence program with Parata PASS strip packaging to help patients manage even complex medication regimens with ease and confidence.

Brett developed a medication adherence program to help patients manage their medications with ease and confidence.

When a patient enrolls, Brett's team conducts a comprehensive medication review and prepares a 28-day supply of medication.

"We use Parata PASS strip packaging to organize medications by date and time, so it's easy for patients to take the right medication at the right time," Brett explains. "But we don't stop there."

A pharmacy team member visits the patient's home to introduce him or her to the new program and packaging. Two days later, a pharmacist calls to welcome the patient and conduct an informal medication therapy management session. The pharmacy reaches out each month to make sure patients are taking medications as prescribed.



"We use Parata PASS strip packaging to organize medications by date and time, so it's easy for patients to take the right medication at the right time."

the RESULTS

Brett has enrolled nearly 200 patients in the adherence program, growing at a rate of more than five new patients each week and bringing in 15,840 new scripts per year.

In less than a year, Brett has enrolled nearly 200 patients in the adherence program. Sixty percent are new to Cooper Drug Store because of the program.

“We add about five new patients each week,” Brett says. “We plan to increase that to 10 each week as word spreads and we become more efficient.”

Local home health agencies are the largest source of patient referrals. These agencies are not reimbursed for medication administration, but they are penalized if they’re unable to keep patients healthy at home. Brett’s program is the perfect tool to help prevent medication-related incidents or readmissions.

Brett has also been contacted by behavioral health facilities, chronic care physicians, family practitioners, caregivers and a local heart hospital — all asking if he can help support patient adherence.



110+ new patients

More than 110 of nearly 200 patients enrolled in Brett’s adherence program are new to his pharmacy.



+5–10 patients per week

Each week, the pharmacy enrolls five to 10 new patients in the adherence program.



15,840 scripts per year

With 110 new patients on an average of 12 medications, Brett has picked up 15,840 new scripts in less than a year.

According to 2010 data from the National Community Pharmacists Association, the average profit per prescription is \$13.80. At this rate, 110 new patients taking an average of 12 medications results in a profit of nearly \$220,000 each year.

“Right now, most independent pharmacists are concerned about their businesses’ future,” Brett says. “I’ve never been more optimistic about my pharmacy.”



Video



Tip sheet



Table of Contents



“Right now, most independent pharmacists are concerned about their businesses’ future,” Brett says. “I’ve never been more optimistic about my pharmacy.”

Desert Hospital Outpatient Pharmacy



PRODUCTS:

Parata
PASS 208™



For tips on how to build strategic partnerships to help grow your business, view Ramesh's tip sheet, *5 Tips for Successful Pharmacy-Provider Partnerships*.

 [Click to view tip sheet ►](#)

Meet Ramesh

Ramesh Upadhyayula, R.Ph. and owner of Desert Hospital Outpatient Pharmacy in Palm Springs, California, is ensuring his pharmacy's success by making patient outcomes his business. Ramesh formed partnerships with his local hospital and an accountable care organization, and his pharmacy adds new patients to its medication adherence program every day.

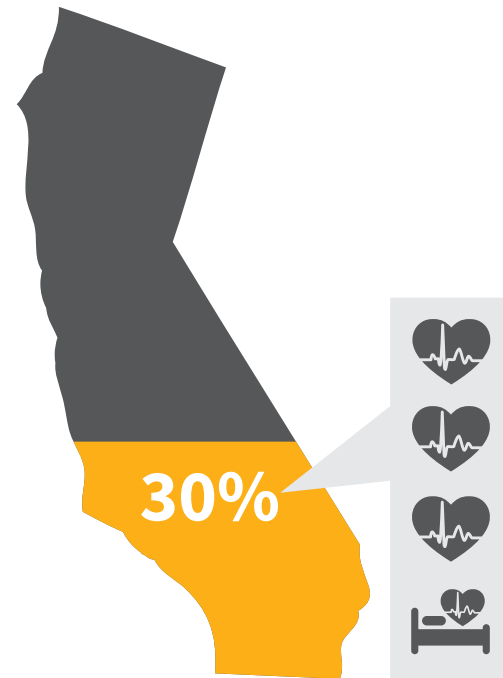
the CHALLENGE

Looking to secure strategic partnerships with his local hospital, Ramesh needed a clear way to demonstrate the impact of his pharmacy's efforts on patient adherence and outcomes.

As part of the Desert Regional Medical Center, Ramesh needed to position his pharmacy for profitable partnerships with the associated hospital and neighboring medical offices.

While looking for areas to demonstrate an impact on patient outcomes and the bottom line for other health care providers, he found his opportunity: keep chronic heart failure (CHF) patients healthy at home after discharge.

In 2012, heart disease and stroke accounted for nearly 30 percent of deaths in California. Nearly one in four heart failure patients are readmitted to the hospital within 30 days. With the increasing financial burden of hospital readmissions, hospitals are looking for ways to keep patients healthy at home. Tackling medication non-adherence, a leading cause of readmissions, makes sense clinically and financially.



In 2012, heart disease and stroke accounted for nearly 30 percent of deaths in California. Nearly one in four heart failure patients are readmitted to the hospital within 30 days.

the SOLUTION

A medication adherence program, including Parata PASS strip packaging and elements from the National Community Pharmacists Association's synchronization program, helps keep patients healthy and out of the hospital.

Desert Hospital Outpatient Pharmacy rolled out a medication adherence program in early 2013. Ramesh paired elements from the National Community Pharmacists Association's synchronization program, Simplify My Meds®, with Parata PASS strip packaging.

“Parata PASS sorts medications and supplements into pouches by day and time, the way patients take them,” Ramesh explains. “It makes managing complex medication regimens simple.”

The pharmacy team began transitioning patients managing chronic conditions to PASS packaging. The response was overwhelmingly positive.

Ramesh approached the hospital director about the adherence program with patient success stories and samples of the strip packaging. The director saw potential right away.

Now, Desert Regional Medical Center requires all chronic heart failure patients to participate in Ramesh's adherence program — at no charge to the patient. The hospital foots the bill for the 30-day supply of medication, and Ramesh's team delivers the packaged meds to the patient's bedside before discharge.



“Parata PASS sorts medications and supplements into pouches by day and time, the way patients take them.”

the RESULTS

In the past year, Ramesh has secured partnerships with a local hospital and a large ACO. More than 330 patients are enrolled in his adherence program, and the pharmacy continues to add about five new patients each week.

With multiple patients signing up for the adherence program each day, Ramesh recently hired another pharmacist to help provide medication therapy management so he has time to market the growing program.

“Our rate of growth is astonishing,” Ramesh says. “Customer loyalty is incredibly high. Patients are telling their families and friends about our adherence program and packaging, too.”

Ramesh is also solidifying two new relationships. He’s working with another community hospital on plans to capture pneumonia patients at discharge. And Desert Hospital Outpatient Pharmacy recently joined Desert Oasis Healthcare, one of the largest accountable care organizations (ACOs) in Palm Springs.

“This network is a great channel to spread the word about medication adherence,” says Ramesh. “More than 130 local physicians regularly



330+ patients

More than 330 patients currently participate in the adherence program.



+5 patients per week

Each week, the pharmacy enrolls up to 5 new patients in the adherence program.



Two new strategic partnerships

Key partnerships with a hospital and an ACO provide continued access to new patients.

receive literature about our adherence program, giving us the potential to reach more than 50,000 patients.”

The ACO case managers refer their most complex cases to Ramesh, confident that his adherence program will make it easier for patients to manage their medications and health.



Tip sheet



Table of Contents

Gateway Apothecary and Beverly Hills Pharmacy



PRODUCTS:

Parata
PASS 208™

Parata
Max®



Chris discusses the importance of medication adherence and technology in empowering his HIV patients to better manage their medications and stay healthy.

 [Click to watch video ►](#)



For more information on how to become a strategic part in a patient's support network, view Chris' tip sheet, *5 Ways for Pharmacies to Support Patients Managing HIV*.

 [Click to view tip sheet ►](#)

Meet Chris

Chris Geronis, R.Ph., owns and operates Gateway Apothecary and Beverly Hills Pharmacy in St. Louis, Missouri. With three pharmacists certified by the American Academy of HIV Medicine, Gateway provides support and medications to more than 700 HIV patients each month. Gateway recently added Parata PASS strip packaging to their adherence program, making it easy for patients to manage medications and lead healthier lives.

the CHALLENGE

One of Gateway's primary goals is to help patients with HIV achieve near-perfect medication adherence to keep the virus in suppression for long, healthy lives.

More than 1.1 million Americans are living with HIV, and the Center for Disease Control estimates 50,000 more are diagnosed with HIV each year. Fortunately, drug therapies to suppress the virus have greatly improved. By adhering to the right medication regimen, Americans living with HIV can lead long, healthy lives.

"Years ago, an HIV diagnosis was basically considered a death sentence. Today, the disease is very manageable," says Chris. "Many studies have shown that with a near-perfect adherence rate, the viral load in HIV patients is almost undetectable."

A near-perfect adherence rate of 95 percent or higher is very difficult for most patients to maintain under the best circumstances. The fear of discrimination, socioeconomic challenges and denial or hopelessness that can accompany an HIV diagnosis make such a high adherence rate even harder to achieve.



More than 1.1 million Americans are living with HIV, and the Center for Disease Control estimates 50,000 more are diagnosed with HIV each year.

the SOLUTION

Gateway uses adherence packaging to help patients easily manage their medications. The pharmacy also works closely with other health care providers, support organizations and case managers to help patients achieve the best possible long-term outcomes.

Chris' pharmacies have been supporting HIV patients since the 1990s. Over the years, Gateway Apothecary and Beverly Hills Pharmacy have established close relationships with local clinics, health care providers, HIV/AIDS support organizations and case managers.

Through collaborative practice agreements with local physicians' offices, a Gateway pharmacist sees patients in clinics twice a week and provides physicians with recommendations for patients' medication therapies. This is often the first of many interactions between patients and a Gateway pharmacist.

"Our program engages patients from the time they're diagnosed with HIV through each medication refill," Chris says. "Through frequent communication with patients and their support teams, we make sure patients are sticking to their medications and living the healthiest lives possible."

In an effort to boost adherence rates among their HIV patient population, Gateway Apothecary introduced an adherence program using Parata PASS packaging in late 2013.



"Through frequent communication with patients and their support teams, we make sure patients are sticking to their medications and living the healthiest lives possible."

the RESULTS

Gateway now supports more than 700 patients living with HIV and has seen dramatic improvements in medication adherence rates and patient outcomes.

Gateway's HIV patients using strip packaging have an average adherence rate of 95 percent — the near-perfect score needed to keep the viral load at extremely low levels.

The response from patients and their health care teams has been very positive. Patients feel more in control of their medications, and physicians are excited by the clinical results. Gateway is partnering with a local infectious disease clinic to track the program's impact on patient outcomes.

"With the improved adherence, we've seen dramatic reductions in the viral loads of some patients we had been very concerned about," Chris says.

As physicians and case managers learn of the program, they're referring HIV patients to Gateway Apothecary to take advantage of the packaging and the comprehensive adherence program.



Adherence and outcomes

With an adherence program and strip packaging, Chris's HIV patients have an average adherence rate of 95 percent and much lower viral loads.



New patient referrals

Clinics refer patients with HIV to Gateway Apothecary because the pharmacy offers strip packaging.



National recognition

Gateway Apothecary is the only pharmacy to receive 2014 Peter M. Fox Excellence in HIV Credentialing Award.

Gateway Apothecary recently received national recognition for their commitment to serving HIV patients. Each year, the American Academy of HIV Medicine presents the Peter M. Fox Excellence in HIV Credentialing Awards to health care entities — hospitals, clinics, pharmacies — where all providers are HIV certified. Gateway is the only pharmacy to receive a 2014 award.



Video



Tip sheet



Table of Contents

Greater Lawrence Family Health Center



PRODUCTS:

Parata
Max®



Diane shares how technology allows pharmacists and technicians to spend more time with patients, lower operating costs, and reduce stress levels in their busy pharmacy.

 [Click to watch video ►](#)



For Diane's advice on collaborating with physicians to provide high-quality, hands-on patient care, view her tip sheet, *5 Tips for Building Strong Pharmacist-Physician Partnerships*.

 [Click to view tip sheet ►](#)

Meet Diane

Diane Martin, R.Ph., uses technology to increase efficiency, reduce costs and support pharmacists' role as key players on the health care team. Under Diane's leadership, Greater Lawrence Family Health Center's pharmacy unit has grown from a single site to five sites with 29 bench pharmacists, 26 technicians and a growing clinical pharmacy services team.

the CHALLENGE

To better support its patient population of more than 51,000, Greater Lawrence Family Health Center's pharmacy needed a way to increase operational efficiency while freeing pharmacists' time for patient counseling and care.

With six clinics, two school-based health centers, five pharmacy locations and over 600 employees, the Greater Lawrence Family Health Center is the second largest community health center in Massachusetts, serving more than 51,000 patients in the Merrimack Valley.

More than a quarter of the community's residents live below the federal poverty level, and the region is known for elevated rates of asthma, diabetes, tuberculosis and other chronic conditions. "In addition to these health challenges, most of our patient population is Spanish-speaking," says Diane. "Our clinical pharmacists work to overcome health literacy obstacles and help patients understand the importance of medication in managing their health."



More than a quarter of Merrimack Valley residents live below the federal poverty level, and the region is known for elevated rates of asthma, diabetes, tuberculosis and other chronic conditions.

the SOLUTION

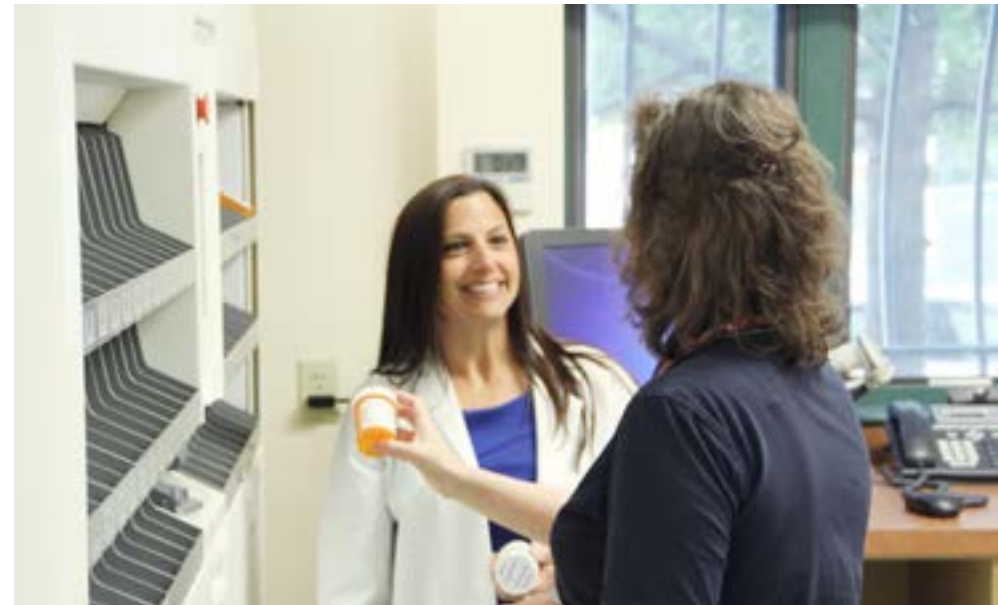
Parata Max high-speed dispensing automation streamlines prescription fulfillment for a lower cost per script and frees time for pharmacists to work directly with patients and physicians.

Diane and her team turned to technology to increase efficiency and provide patients with greater access to pharmacists. In 2009, they added Parata Max high-speed dispensing automation to free pharmacists' time for patient care.

Automating much of the prescription fulfillment has allowed the diverse clinical pharmacy staff, which collectively speaks four different languages, to develop close relationships with Greater Lawrence's physicians and patients.

Through collaborative drug therapy management agreements, Greater Lawrence's clinical pharmacists meet with patients, provide medication therapy management (MTM) and bedside counseling, and can authorize prescription refills.

Today, the pharmacy uses mobile tablets, video conferencing and web phones to provide “face-to-face” counseling for patients, even if they are outside the pharmacy. They also offer text and email alerts to let patients know when their prescriptions are ready for pickup.



“We’re saving time and money — two precious resources that we’re putting to good use.”

the RESULTS

In addition to increasing operational efficiency and reducing stress levels in the pharmacy, automating with Parata Max has allowed Diane's team to expand their clinical pharmacy services and positively impact patient outcomes.

Relying on Parata Max to label, count, fill and cap much of the prescription volume has created a more efficient workflow, reduced staffing needs, and decreased the stress level dramatically.

“With Max, we have been able to double our script volume without hiring more staff,” Diane says. “We’re saving time and money — two precious resources that we’re putting to good use.”

Diane and her team use the extra time to provide hands-on patient care. Thanks in part to the pharmacy department's efforts, the region has seen a dramatic decrease in infant mortality and teen pregnancy rates. And the number of Latino patients effectively managing their diabetes has nearly tripled in the last five years.

Greater Lawrence is planning to expand its clinical pharmacy program, working in partnership with its patient-centered medical home to improve the quality of and access to patient care.



Increased efficiency in pharmacy

With Parata Max, the pharmacy is able to fill more prescriptions with fewer team members for increased efficiency and reduced stress levels.



Improved outcome among diabetes patients

In the last five years, the number of Latino diabetes patients successfully controlling their blood sugar has nearly tripled.



Expanded clinical services

With more time to provide patient care, Greater Lawrence is expanding its clinical pharmacy services to offer more MTM sessions and bedside counseling.



Video



Tip sheet



Table of Contents



PRODUCTS:

Parata
PASS 208™



For Brenda's advice on adding products and services to differentiate your business, view her tip sheet, *5 Ways to Make Strip Packaging Work for Your Pharmacy*.

 [Click to view tip sheet ►](#)

Meet Brenda

Brenda Richardson, R.Ph. and owner of Houston-based HealthCo Pharmacy, is securing new business with a hands-on approach to patient care, including a simple medication adherence program geared towards helping patients manage complex medication regimens. Her success with Parata PASS packaging led her to open a second pharmacy location in early 2014.

the CHALLENGE

With a reputation for connecting with patients, Brenda and her team needed a way to empower patients with chronic conditions and complex medication regimens to manage their medications at home.

During her 31 years as a pharmacist with a national chain, Brenda Richardson earned a reputation for connecting with patients. Shortly after retiring, she realized she missed working with patients and came out of retirement to open her own independent pharmacy, HealthCo.

“When pharmacists started focusing on counseling patients instead of counting pills, I was already there, ahead of the trend,” says Brenda. “To me, working closely with patients is the most rewarding part of pharmacy, and the way pharmacists can have the biggest impact.”

Brenda encourages all of her team members to take the same hands-on approach, and they quickly identified a challenge among patients with chronic conditions and complex medication regimens: patients had no easy way to manage their medications at home.



Nearly half of the 117 million U.S. adults with at least one chronic condition do not take their medications as prescribed.

the SOLUTION

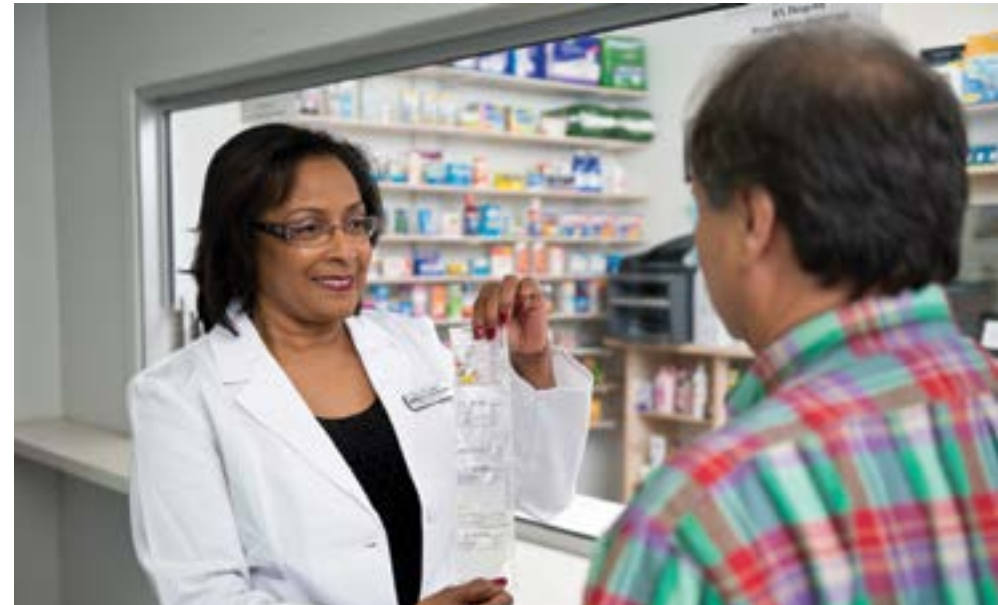
Brenda uses Parata PASS adherence packaging both as a medication management tool and a way to differentiate her business.

When Brenda saw how Parata PASS organizes medications into individual pouches by date and time, she saw its potential — both as a medication management tool and a way to differentiate her business.

“All pharmacies can put pills in a bottle,” Brenda says. “Two things set my pharmacy apart: my commitment to service and PASS adherence packaging.”

Brenda uses PASS packaging as the cornerstone of her retail adherence program that facilitates regular patient engagement and replaces bags of vials or cumbersome pill planners with a simple way to manage medications at home.

As the only local pharmacy to offer strip packaging, HealthCo has also secured two new contracts with long-term care communities. In this environment, PASS packaging helps reduce medication waste and makes medication administration faster and safer.



“Two things set my pharmacy apart: my commitment to service and PASS adherence packaging.”

the RESULTS

Brenda leveraged her success with Parata PASS to open a second pharmacy location. She continues to grow her adherence program and secure new strategic partnerships with facilities, physicians and hospitals.

Spurred by the success with Parata PASS packaging, Brenda opened her second pharmacy location in early 2014. Business is picking up quickly, and, as a result, HealthCo's adherence program is also growing.

With the new pharmacy running smoothly, Brenda has renewed her efforts to promote HealthCo's adherence program and is pursuing strategic partnerships. She recently entered discussions with endocrinologists and rheumatologists to offer support to their patients with complex medication regimens.

HealthCo has also entered a pilot program with the local transplant center to support patients after discharge from heart, liver, pancreas and kidney transplant surgeries. According to an extensive analysis by Johns Hopkins, three in 10 patients require readmission to the hospital after being discharged from a kidney transplant. Brenda is using her retail adherence program to help these patients manage



Opened second pharmacy location

Just months after installing Parata PASS, Brenda purchased and renovated a building for her second pharmacy location.



Secured new long-term care communities

Brenda used Parata PASS strip packaging as a competitive advantage to secure business with two new facilities.



Forming strategic partnerships

Brenda has entered negotiations and pilot programs with endocrinologists, rheumatologists and discharge planners.

their medications and health at home in an effort to improve patient outcomes and prevent costly readmissions to the hospital.

"We're optimistic about the impact our program may have for patients remaining home after these surgeries," Brenda says. "We will continue to evaluate our program and look for new opportunities to support our patients."



Tip sheet



Table of Contents



PRODUCTS:

Parata
Max®



For Tripp's advice for creating an adherence program that gets attention, view his tip sheet, *5 Tips on Creating an Adherence Program that Attracts Patients and Partners*.

 [Click to view tip sheet ►](#)

Meet Tripp

Pharmacists Tripp and Richard Logan own and operate L & S Pharmacy in Charleston, Missouri. They also co-own MedHere Today®, 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.

the CHALLENGE

With plans to take their pharmacy from reactive to proactive, Tripp and Richard wanted to develop a program that would position their pharmacy for success by helping patients successfully manage their chronic conditions.

Nearly 10 years ago, Tripp and his father, Richard, began making plans to take their pharmacy from reactive to proactive. They rolled out a medication adherence program that consolidates patients' medications, increases convenience and establishes regular, high-value touch points.

“We weren’t helping our patients manage their chronic conditions — we were reacting to their medication needs four to six times each month,” says Tripp. “We wanted to add convenience by reducing trips to the pharmacy and improve care by emphasizing the quality of each visit.”

The Logans began transitioning chronically ill patients on multiple medications to their adherence program. It had a dramatic impact on their pharmacy’s processes and numbers.



“We weren’t helping our patients manage their chronic conditions — we were reacting to their medication needs four to six times each month.”

the SOLUTION

L & S rolled out a medication adherence program to consolidate patients' medications and incorporated Parata Max high-speed dispensing automation to streamline pharmacy processes.

“We moved to almost a long-term care pharmacy workflow,” Tripp says. “Our adherence program accounts for nearly one-third of our patients, so we’re able to plan ahead. We know when patients will receive their monthly medications and we can make the most of our interactions with them.”

Because the most common prescriptions in the adherence initiative are chronic medications, fast movers and generics, L & S is able to automate up to 70 percent of the program’s fills with Parata Max dispensing solution.

“With Parata Max filling the bulk of prescriptions for our adherence initiative, our technicians are free to engage patients through regular care calls,” says Tripp. “We check in with patients about their health, secure prior approvals or suggest more affordable drugs.”



“With Parata Max filling the bulk of prescriptions for our adherence initiative, our technicians are free to engage patients through regular care calls.”

the RESULTS

L & S has enrolled more than 300 patients in this adherence program, filling an average of 29 additional scripts per year for each patient. And with Parata Max filling 70 percent of the program's prescription volume, the team is free to provide patient care.

After L & S participated in the National Alliance of State Pharmacy Associations national pilot adherence program, Pfizer later conducted an analysis of L & S adherence initiative and five years' of prescription and health data.

Pfizer's study showed a sizable increase in prescription volume for patients in the adherence program. On average, program participants filled an additional 29 scripts per year. With more than 330 patients in the program, L & S secures 9,570 extra scripts each year. The same study noted significant increases in adherence measures, profit margins and generic utilization.

Based on their learnings, the Logans developed MedHere Today®, a comprehensive medication adherence service. MedHere Today provides pharmacists with tools to create an adherence program based in medication therapy management and a way to track the program's impact on the pharmacy business and patient outcomes.



330 patients in adherence program

L & S Pharmacy has more than 330 active patients — a third of their business — enrolled in their adherence initiative.



Increased volume by 29 scripts per patient per year

By consolidating medications, L & S picks up an extra 29 scripts per patient each year.



Automated 70 percent of script volume

Parata Max fills up to 70 percent of scripts from the adherence initiative, leaving staff free to engage patients.

“When you’re talking with large health plans, there’s strength in numbers,” says Tripp. “A network of 60 pharmacies focused on improving patient outcomes is more appealing than a single independent pharmacy.”



Tip sheet



Table of Contents

Pharmacy Concepts



PRODUCTS:

Parata
PASS 500™

Parata
Check PASS™



Keith shares what makes Pharmacy Concepts unique to its long-term care customers, including the quality, simplicity and operational savings provided by Parata PASS strip packaging.

 [Click to watch video ►](#)

Meet Keith

Keith Taylor, co-owner of Pharmacy Concepts, maintains year-over-year growth with an innovative pharmacy offering and operational excellence. This closed-door pharmacy uses Parata PASS to prepare medications for long-term care communities in 24-hour cycles, positioning his pharmacy, partners and patients for success.

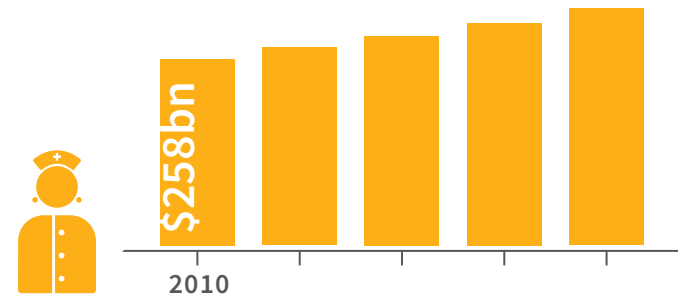
the CHALLENGE

Keith and his team needed to differentiate their offering in order to secure new business in the changing long-term care market — all without sacrificing profit margins.

In 2010, the U.S. long-term care market was valued at \$258 billion and growing at approximately six percent per year. By 2020, more than 12 million Americans are estimated to be in long-term care. Administrators and directors of nursing are eager to build partnerships with health care providers who understand their challenges and offer a solution.

“Long-term care communities face growing demand to support higher acuity patients with complex medical conditions,” Keith says. “And with the changes in Medicare and Medicaid, they’re under more pressure than ever to keep patients healthy and costs down.”

This environment forced many pharmacies to reduce prices in order to retain customers. Keith was determined to find a solution that supported long-term care communities’ budgets and patient care goals while growing his pharmacy’s bottom line.



In 2010, the U.S. long-term care market was valued at \$258 billion and growing at approximately six percent per year.

the SOLUTION

Pharmacy Concepts implemented Parata PASS strip packaging to help long-term care communities reduce costs, waste and medication administration times.

After investigating all automation solutions in the market, Pharmacy Concepts installed a Parata PASS packager in 2009 and began transitioning long-term care communities from blister packs to strip packaging.

Parata PASS organizes medications by day and time into pouches clearly labeled with patient and drug information. It creates a faster, safer medication pass than traditional blister packs and dramatically decreases the pharmacy's packaging time.

"Parata PASS fit with our business goals and made sense financially," says Keith. "We're now able to offer custom service to each facility and have a dramatic impact on our partners' processes and costs."

Pharmacy Concepts is one of just a few U.S. pharmacies dispensing in 24-hour cycles, which allows the pharmacy to capture room changes or medication changes early, saving the facilities time and money. It's a key differentiator for the pharmacy.



"We're now able to offer custom service to each facility and have a dramatic impact on our partners' processes and costs."

the RESULTS

Now just one of a few U.S. pharmacies dispensing in 24-hour cycles, Pharmacy Concepts has experienced a 98 percent reduction in medication packaging time, 50 percent reduction in facilities' med pass time and 40 percent growth in 2013.

Pharmacy Concepts now uses three Parata PASS units and a Parata Check PASS inspection aide to prepare medications for more than 2,800 patients.

In a study on its short-cycle dispensing process, Pharmacy Concepts calculated a 98 percent time savings with Parata PASS. Manually packaging a 24-hour dose in blister cards took four technicians more than four hours. With PASS, it takes one tech just 20 minutes.

The pharmacy team uses the additional time to build strong relationships with the facilities they serve. This level of customer service has been critical to securing new business. Over the past year, Pharmacy Concepts' business has grown by 40 percent.

PASS packaging also has a big impact in long-term care communities. In addition to improving quality and safety, one facility conducted a



98 percent reduction in packaging time

Manually packaging a 24-hour dose in blister cards took four technicians more than four hours. With PASS, it takes one tech 20 minutes.



50 percent reduction in med pass time

Switching from blister cards to PASS packaging reduces most facilities' med pass times by 50 percent.



40 percent growth in 2013

Despite industry challenges, Pharmacy Concepts increased business by 40 percent in 2013. Keith attributes this growth to PASS packaging.

study showing multi-dose packaging reduced med-pass time by 50 percent and medication waste by 70 percent.

“Ultimately,” Keith says, “PASS has allowed us to offer a much better solution and make sounder financial decisions — for our pharmacy and the facilities we serve.”



Video



Table of Contents



PRODUCTS:

Parata
PASS 208™



Tim shares how Wagner Pharmacies uses technology in conjunction with other clinical programs to position their pharmacy and their patients for success.

 **Click to watch video ►**



For Tim's advice on ensuring your relevancy as a pharmacist in a new, value-based health care system, view his tip sheet, *5 Tips to Prepare Your Pharmacy for Value-Based Health Care*.

 **Click to view tip sheet ►**

Meet 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.

the CHALLENGE

Ready to take their business to the next level, Tim and Nora were looking for a way to further impact patient outcomes and position their pharmacy for success in a value-driven health care model.

Just out of pharmacy school and newly married, Tim and Nora Wright purchased Wagner Pharmacies from Tim's father in 2010. After gaining experience as pharmacists and business owners, the couple took a close look at the industry, their pharmacy's growth and their goals.

"We're in the midst of the most important evolution pharmacy has faced," Tim says. "We are redesigning our practice to prepare for the shift from a volume-driven model to a value-driven model."



"We are redesigning our practice to prepare for the shift from a volume-driven model to a value-driven model."

the SOLUTION

Tim and Nora developed MedAssist, a suite of clinical programs focused on providing integrated, accessible care to improve patient outcomes. To make the program more powerful, they added Parata PASS adherence packaging.

In 2012, Tim and Nora outlined a two-year plan with patient care objectives and business growth goals. It includes a program called MedAssist. This suite of clinical services educates, informs and empowers patients to take charge of their medications and their health.

They invested in their team and technology to make this program successful. Nora, a Board Certified Ambulatory Care Pharmacist, leads the MedAssist program and focuses on providing integrated, accessible patient care.

At its core, MedAssist is a robust adherence program. A clinical pharmacist meets with patients, conducts comprehensive medication reviews, synchronizes medications and fills the entire regimen in Parata PASS adherence packaging.

“We reviewed industry statistics about the effectiveness of medication synchronization and adherence programs, and we

didn’t think our program would be as powerful without adherence packaging,” Tim says.

Wagner Pharmacies installed Parata PASS and quickly began transitioning patients to strip packaging. They’re pleased with the results — financial and clinical.



“We didn’t think our program would be as powerful without adherence packaging.”

the RESULTS

The Wrights are pleased with their financial and clinical results. In under four months, they have recognized a return on their investment, are adding more than 30 new patients each month, and see improvements in adherence-related quality measures.

A typical patient in the program takes nine to 12 medications. At that rate, they needed 40 new patients to cover the Parata PASS investment. Just two months after launching, they met that 40-patient mark.

“We’re being very intentional about how we add patients to the program and plan to add 30 patients each month — one a day,” Tim says.

The program’s first participants were existing patients with chronic diseases or complex medication regimens. As word spread, Wagner Pharmacies began receiving referrals from mail-order pharmacies, big box stores and local health care providers.



Achieved ROI in 2 months

Wagner Pharmacies needed 40 patients on the adherence program to cover the cost of PASS. They surpassed this in less than 2 months.



Improved adherence scores

Data collected after introducing PASS strip packaging shows improved scores on measures like medication possession ratio.



+30 patients/month

Tim and Nora continue to grow the program, aiming to add 30 patients each month. So far, about half of those are new to the pharmacy.

“The reaction from health care professionals has been extremely positive,” says Tim. “And our patients are elated and getting healthier.”

The pharmacy ensures adherence and tracks key health indicators through regular follow-up calls. Tim and Nora recently added EQulPP™ — a software platform that allow pharmacies to see how they’re performing against quality measures.

“When we compare our data from late 2013 to early 2014, when we incorporated PASS packaging, we see a distinct improvement in measures such as medication possession ratio due to PASS packaging,” says Tim.

These early scores rank Wagner Pharmacies above state benchmarks. Tim and Nora continue to evaluate their impact, working to better serve patients and defining their pharmacy’s role in a value-based health care system.



Video



Tip sheet



Table of Contents

Walberg Family Pharmacies



PRODUCTS:

Parata
PASS 208™

Parata
Check PASS™

Parata
Max®



For Bretton's advice on how to use strip packaging to partner with hospitals and other health care providers, view his tip sheet, *5 Ways to Grow Your Business with Strategic Partnerships*.

 [Click to view tip sheet ►](#)

Meet 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 12 — and they just signed a hospital with a plan to improve patient adherence and reduce readmissions.

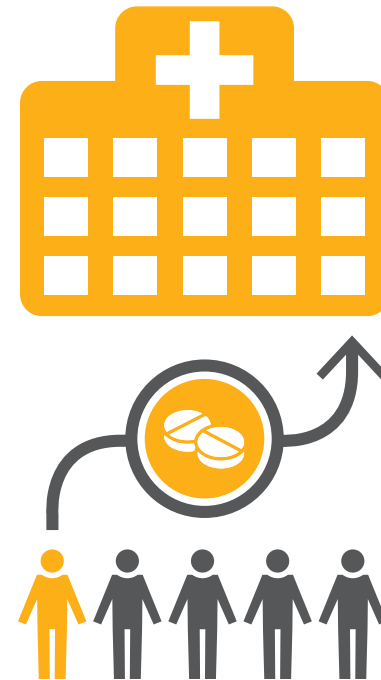
the CHALLENGE

Bretton recognized the need for an adherence program early in his career but needed to find a way to make it easier for the patient and his pharmacy.

Bretton created his first adherence program, called Care-Fill, right out of pharmacy school. Each month, he filled medication planners for his patients on several drugs. But the cumbersome Sunday-through-Saturday pill boxes caused as many problems as they solved, and the program was short-lived.

“We were filling people’s plastic boxes, four weeks of planners, for them,” states Bretton. “They spilled and fell, and then patients were taking meds out of the Monday box on Sunday. It was more of a hassle than a benefit.” As a result, the program went by the wayside.

One in five Medicare patients is readmitted to the hospital within 30 days, and patient confusion about medication is the leading trigger to their readmission. Bretton knew there had to be a better way to help his patients adhere to their medication regimens and keep them out of the hospital.



One in five Medicare patients is readmitted to the hospital within 30 days, and patient confusion about medication is the leading trigger to their readmission.

the SOLUTION

Using Parata PASS strip packaging, Bretton found a way to bring back his medication adherence program to benefit his patients' health while saving time and ensuring accuracy within his pharmacies.

When Bretton saw Parata PASS, he knew he could bring Care-Fill back — this time using streamlined strip packaging.

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

Jamestown Pharmacy recently added Parata Check PASS to their automation portfolio. His Check PASS confirms the contents of 65 packages a minute, validating the number of pills and comparing their size and shape to its drug database for accuracy. It makes the pharmacist verification process safer and more efficient.

“The time savings are tremendous,” Bretton states. “But the additional accuracy and safety are much more important.”



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

the RESULTS

The new Care-Fill adherence program is adding 10 new customers each week and showing an average compliance rate of 96 percent.

This new Care-Fill adherence program is drawing about 10 new customers each week. Patients love that their medications and supplements are packaged together and clearly labeled.

In addition to bringing in business and capturing more fills, the program has significantly improved adherence. And his patients — and caregivers — love how medications and supplements are packaged together and clearly labeled by day and time of dose.

Patients using the strip packaging have an average compliance rate of 96 percent. With this data in hand, Bretton approached a local hospital about partnering to reduce readmission rates. He recently sealed the deal and is using Parata PASS strip packaging to help support patients before and after discharge.



Tip sheet



Table of Contents



10 new customers per week

The Walberg Family Pharmacies add 10 new customers each week to the Care-Fill Adherence Program.



96 percent average compliance rate

Patients using the strip packaging have an average compliance rate of 96 percent.

Wangsgard Pharmacy

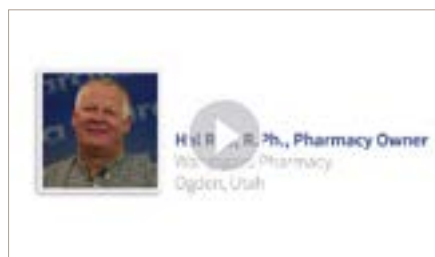


PRODUCTS:

Parata
PASS 208™

Parata
Check PASS™

Parata
Max®



Hal shares how he uses Parata technology to cut costs and provide better service to his correctional and assisted living customers.

 [Click to watch video ►](#)



For Hal's advice on how to tailor your products and services to secure deals with high-volume facilities, view his tip sheet, *5 Tips for Pharmacies Serving Correctional Facilities*.

 [Click to view tip sheet ►](#)

Meet Hal

Hal Roe, R.Ph., owns and operates five pharmacies in Ogden, Utah. His pharmacies provide custom-tailored services for correctional facilities and long-term care communities. A self-proclaimed technology nut, Hal uses Parata Max, Parata PASS and Parata Check PASS to support his high script volume and free pharmacists' time for patient care.

the CHALLENGE

With more than one-third of the 1.5 million U.S. state and federal prisoners reporting a chronic medical condition, Hal saw a need to service a population wrought with high turnover and frequent medication changes.

In 2012, there were over 1,570,000 inmates in U.S. state and federal prisons, according to data from the Justice Department. More than one-third report a chronic medical condition such as hypertension, asthma, arthritis, cervical cancer and hepatitis.

“With high turnover and frequent medication changes, medication administration in correctional facilities is difficult and time consuming,” says Hal. “Administrators are looking for ways to decrease their med pass time and increase safety.”

When a local jail system opened a bid for pharmacy services in 2011, Wangsgard Pharmacy responded with a proposal that even the nation’s largest correctional pharmacy service provider couldn’t beat.



More than one-third of prison inmates report a chronic medical condition such as hypertension, asthma, arthritis, cervical cancer and hepatitis.

the SOLUTION

Hal uses Parata PASS strip packaging to provide custom-tailored services for correctional facilities and long-term care communities. With PASS, Hal can support 24-hour fills, preparing and delivering medications for 800 inmates daily.

Hal's winning proposal outlined Wangsgard's commitment to excellent service and efficiency — in the pharmacy and the correctional facility. Wangsgard uses Parata PASS packaging system to prepare medications for 800 inmates every day.

“We deliver 24-hour fills to our correctional facilities,” Hal says. “So, we’re packaging tomorrow’s medications today. This way we can easily accommodate drug changes or patient transfers.”

Parata PASS organizes medications by day and time into pouches clearly labeled with patient and drug information. It creates a faster, safer medication pass than traditional blister packs.

For the same reasons, strip packaging is a natural fit for long-term care communities. Hal is currently serving 200 beds in assisted living facilities and plans to reach 500 beds by 2015.

“We tailor our system to match each customer’s needs. If a facility has frequent medication changes, we deliver medications three times a week. It’s more efficient for us and safer for the patients,” says Hal. “This flexibility has been critical to our success in securing new business.”



“We’re packaging tomorrow’s medications today. This way we can easily accommodate drug changes or patient transfers.”

the RESULTS

By leveraging technology, Wangsgard has maximized their efficiency to support sustained growth. They have added more than 1,000 new patients while maintaining an average profit margin of 22 percent.

Hal has secured more than 1,000 new patients with Parata PASS packaging. Each month, Wangsgard packages 7,000 scripts with Parata PASS.

In fall 2013, Wangsgard installed Parata Check PASS to expedite pharmacist verification.

“Manually verifying medications for the correctional facilities was taking a pharmacist two hours each day. Almost every pouch is different, so there is no quick comparison,” says Hal. “Using Check PASS as an inspection aide, a pharmacist can accurately verify a facility’s medications in just 30 minutes.”

Hal’s retail pharmacy is also automated, relying on Parata Max to label, fill, cap and sort 3,000 scripts a month.



1,000+ new patients

Because they offer strip packaging, Wangsgard has secured more than 1,000 new patients from correctional and assisted living facilities.



Average profit margin: 22 percent

With tight formularies and efficient processes, Wangsgard averages a 22 percent profit margin on prescriptions.



Reduced verification time by 75 percent

Using Parata Check PASS as an inspection aide, Wangsgard reduced pharmacist verification time by 75 percent.

“We have a great reputation in the community because our pharmacists are available to counsel our patients and our partners,” says Hal.

Wangsgard does all of this with just 58 hours of pharmacists’ time per week by working smarter, not harder. By using technology to support the high volume and keep costs low, Wangsgard successfully operates at a 22 percent profit margin.



Video



Tip sheet



Table of Contents

The CONCLUSION

These stories showcase pharmacists who are working to change the patient experience, the perception of pharmacy and the business of health care. Are you ready to join them?

To develop your plan, visit www.parata.com/resources for videos, articles and tip sheets covering industry trends, best practices and business growth strategies.

We're committed to supporting your goals with solutions that empower you to keep pace in today's outcomes-based health care system, elevate your role on the health care team, and grow your business. Contact us today to learn how a partnership with Parata can help you achieve success in the changing industry.

©2014 Parata Systems, LLC. All rights reserved

Parata, Parata PASS 208, Parata PASS 500, Parata Check PASS and Max are trademarks or registered trademarks of Parata Systems, LLC.

Simplify My Meds is a registered trademark of the National Community Pharmacists Association

EQUIPP is a trademark of CECity, Inc.

MedHere Today is a registered trademark of MedHere Today, LLC.



(888) PARATA1

success@parata.com

parata.com

 facebook.com/paratasystems

 twitter.com/paratasystems

 Parata Systems

 paratasystems

 plus.google.com/+Parata