



INDEPENDENT PHARMACY

IN A RURAL HEALTH SETTING

OBJECTIVES FOR DISCUSSION



Our story



Common
misconceptions of
an Independent
Pharmacy



Challenges and
successes of
growing a business
in a rural setting



Lessons learned
and addressing
future needs



Discussion and
Questions

OUR STORY



Simple Beginnings



- Local Graduates of South Putnam High School, Greencastle
- Purdue University Alumni
- Ben-School of Pharmacy 2007
- Amanda- School of Veterinary Medicine 2005
- Driven to return home after college to pursue entrepreneurial opportunity to serve a rural community in need

BACKGROUND ON PROFESSIONAL SCHOOLING OF A PHARMACIST

- Pre-Pharmacy (2 years)
- Emphasis on Organic Chemistry, Biochemistry, Anatomy & Physiology, Microbiology
- Pharmacy (4 years)
- Emphasis on MCMP, Pharmacotherapy, Pathophysiology & Therapeutics, Industrial and Physical Pharmacy
- 1 year of rotational experience
- Graduation from Purdue University with a Doctor of Pharmacy Degree (PharmD)



- In 2008, we took over a long-established retail store
- Moved to new location in 2011
- Continued to grow service offerings including local delivery service in 2015





WE ARE CONVENIENTLY
LOCATED IN THE
COMMUNITY WE SERVE

- We offer personalized solutions for our customers
- We are convenient and easily accessible
- We are able to provide high quality patient centered care

COMMON MISCONCEPTIONS



NO CURRENT
TECHNOLOGY (AUTO
REFILL, TEXT, FUNCTIONAL
WEBSITE TECHNOLOGY)



SLOW OR OUTDATED
EQUIPMENT



INSUFFICIENT INVENTORY



NO ADDITIONAL
SERVICE/CONVENIENCE
OPTIONS

INDEPENDENT PHARMACY IS EVOLVING

Eyecon



Rx Safe



REFILL TECHNOLOGY VIA APP OR WEBSITE



www.mycloverdaledrugs.com

www.crossroadscarerx.com

CHALLENGES WE FACE

Pharmacy is shifting from fee-for-service to pay-for-performance

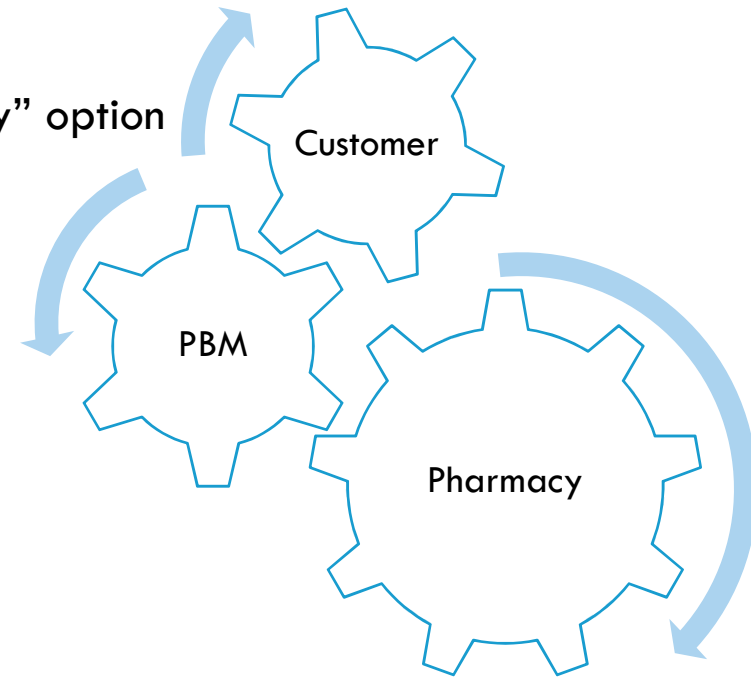
CMS and Quality Metric Measures

- Oral diabetes medications
- cholesterol medications (statins)
- hypertension medications (renin-angiotensin system [RAS] antagonists)
 - High risk medications (HRM)
 - Medication Therapy Management

CHALLENGES, CONTINUED...

- Preferred Part D Networks
- 99% of all Medicare D Plans have a “Preferred Pharmacy” option
- DIR FEES
- Managed Care Organizations
- PBM abuse-- MACs/Audits
- Mandatory Mail Order
- Discount Cards
- Rising Pharmacist Salary
- Increasing Liability Insurance
- Pushback from Big Insurance Lobbyists to appropriately recognize Pharmacists as Health Care Providers

All of the above points ultimately increases the cost of dispensing a prescription



COMPARE AND CONTRAST

Pharmacy Type	# locations in Indiana	# locations in Kentucky	# locations in Illinois	# locations in Ohio
Independent	208	516	568	532
Chain	568	323	946	928
Mass Merchant	223	169	362	341
Supermarkets	158	121	203	333

DATA FROM NCPA 2017 DATA ANALYSIS OF NCPDP DATA PUBLISHED IN 2018 NCPA DIGEST

PROBLEMS VS. SOLUTIONS

Given the problems...what do we do??

BY THE NUMBERS

- **\$290 Billion medication non-adherence problem in the US**
- 88% of independent community pharmacies have adherence program
- 76% of those independents offer medication synchronization to their patients
- **These adherence measures directly affect how pharmacies get paid!!**



MED SYNC ~ THERAPEUTIC SHOE FITTING ~ MED PACKAGING

MEDICATION SYNCHRONIZATION (SYNC)

- WHAT IS MED SYNC?
- HOW DOES IT WORK?
- WHY SHOULD OUR PATIENTS (AND THEIR PRESCRIBERS) WANT THIS?

IMPROVEMENTS


Benefit to the patient:

- Never run out of your medication
- Single trip to the pharmacy each month..or delivery option
- Improved adherence
- Able to self-manage prescriptions


Improving Adherence:

Patients like and want medication synchronization (when they know about it)

// PROBLEM=MEDICATION NON-ADHERENCE //



Non-Adherence (noun):
Not taking medications as prescribed



2014 National Report
Card on Adherence—B—*

Non-adherent Behaviors**

- 1 in 2 missed a dose
- 1 in 3 forgot if they took the med
- 1 in 4 did not get refill on time
- 1 in 4 didn't start a new Rx at all

\$290 billion
COST IN AMERICA*

// COMMUNITY PHARMACISTS OFFER A SOLUTION //

Medication Synchronization (Med Sync):
All Of A Patient's Medications Refilled At Once

DAY 1
Enrollment
Patient opts-in to program


DAY 20-23
Check-in call from pharmacy (make sure there are no Rx changes)

DAY 28-29
Rx Pick Up
Reminder

DAY 30
Appointment Date
Rx Pick Up and option for appt with pharmacist

Benefits to patient

- ☐ Never run out of medication
- ☐ Single trip to the pharmacy each month
- ☐ Improved adherence
- ☐ Help managing prescriptions



74 % say med sync is helpful in improving their overall adherence***

83% of those in a med sync program find it helpful in managing their prescriptions.**

yet...

3 in 4 who have trouble managing Rx's are NOT enrolled in a program**

and...

40% are unaware of med sync programs**

but...

After an explanation, **FIFTY PERCENT** are interested in med sync**

PATIENTS IN A MED SYNC PROGRAM ARE 32% MORE ADHERENT***

89%

Synchronized Medications

57%

Non-Synchronization Medications

% of the patients Rx's that are adhered to

MED SYNC PATIENTS ARE 10 PERCENT MORE LIKELY TO BE HIGHLY SATISFIED WITH THEIR PHARMACY.**

Enrolled in med sync


88%

Not in med sync

78%

% extremely or very satisfied w/pharmacy

References:
* "Thinking Outside The Pillbox: A System-wide Approach to Improving Patient Adherence for Chronic Disease." NEH. 2009.
** Based on a 2014 survey of 1,012 Americans 40 years and older on chronic medications. The National Community Pharmacists Association, "National Adherence Survey: The Promise and Prospects of Medication Synchronization." For full report, visit ncpa.net.org/medsync.
*** "Assessing the Impact of a Community Pharmacy-based Medication Synchronization Program on Adherence Rates." NCPA. 2014.



NCPA
NATIONAL COMMUNITY PHARMACISTS ASSOCIATION

PHARMACY SERVICES

Adherence packaging



Medication	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Atorvastatin 20mg	1	1	1	1	1	1	1
Losartan 50mg	1	1	1	1	1	1	1
Metformin 500mg	1	1	1	1	1	1	1
Propranolol 10mg	1	1	1	1	1	1	1
Hydrochlorothiazide 25mg	1	1	1	1	1	1	1
Levothyroxine 50mcg	1	1	1	1	1	1	1
Sildenafil 50mg	1	1	1	1	1	1	1
Warfarin 5mg	1	1	1	1	1	1	1
Aspirin 81mg	1	1	1	1	1	1	1
Lisinopril 10mg	1	1	1	1	1	1	1
Acetaminophen 500mg	1	1	1	1	1	1	1
Cholesterol Panel	1	1	1	1	1	1	1
Blood Pressure	1	1	1	1	1	1	1
Blood Sugar	1	1	1	1	1	1	1
Weight	1	1	1	1	1	1	1

SUCSESSES

- Creating a positive team culture
- Benefits of a PSAO
- Data mining of Performance Metrics
- Continually updated Rx software platform
- Pharmacy Co-op
- Legislative Involvement

PHARMACY BY THE NUMBERS

A Snapshot of Community Pharmacy in America

Figure 4: Full-Line Independent Community Pharmacies



86%

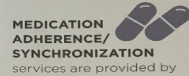
of the respondents to the 2018 NCPA Census consider themselves full-line pharmacies*

Here is what these full-line pharmacies are offering...



82%

provide **MEDICATION THERAPY MANAGEMENT** services



MEDICATION ADHERENCE/ SYNCHRONIZATION services are provided by

89%

74%



offer **HOME/WORK SITE DELIVERY**



BLOOD PRESSURE MONITORING is offered by

60%

73%

do **IMMUNIZATIONS**



74%

offer **COMPLIANCE PACKAGING**



45%

care for **LTC** patients



40%

provide **HOSPICE** services



*The 2018 NCPA Digest findings are based on pharmacies that self-identify as full-line, apothecary, compounding, long-term care, or specialty stores. These data are for the full-line stores only.

Figure 5: Community Involvement Infographic



5%

OWNERS AND/OR EMPLOYEES

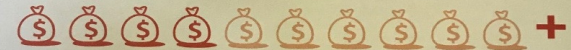
5% of owners and/or employees are lifelong friends with a state representative.



57%
OWNERS

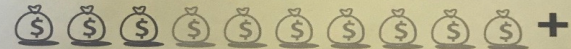
57% of owners and/or employees are members of the Chamber of Commerce.

39%



39% of owners provide monetary support to 10 or more community organizations.

29%

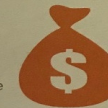


An additional 29% provide monetary support to between five and nine community organizations.

50%

OWNERS AND/OR EMPLOYEES

50% of owners provide more than \$4,000 in monetary support to community organizations.



21%
OWNERS

21% of owners and/or employees are members of a local business association.

7%



OWNERS AND/OR EMPLOYEES

7% of owners and/or employees are lifelong friends with a mayor.

5%



OWNERS AND/OR EMPLOYEES

5% of owners and/or employees hold an elected local or state office.



OTHER SERVICES

CLINICAL COLLABORATION
IMMUNIZATIONS
SAME DAY DELIVERY SERVICE
PHARMACOGENOMICS
TESTING



CUSTOM FITTED THERAPEUTIC SHOES

GREAT FOR DIABETIC
PATIENTS

THOSE WITH FEET OF
DIFFERENT SIZES

HAMMERTOE, INJURIES,
ETC

Statement of Certifying Physician

Patient: _____

Patient D.O.B.: _____ Patient Phone: _____

- 1) This patient has diabetes mellitus:
 Type II Type I
- 2) **QUALIFYING CONDITIONS:** I have diagnosed and am including my notes showing that this patient has one or more of the following:
 Poor circulation
 Foot deformity
 Peripheral neuropathy with evidence of callus formation
 History of pre-ulcerative callus
 History of previous foot ulceration
 History of partial or complete amputation of the foot
- 3) I am treating this patient under a comprehensive plan for care of his/her diabetes.
- 4) This patient needs special shoes (extra depth or custom molded) because of his/her diabetes.
- 5) This patient needs shoe inserts (heat molded or custom fabricated) because of his/her diabetes.

Physician Signature: _____
Must be an M.D. or D.O.

Physician Name: _____

NPI #: _____ Date: _____

Physician Phone: _____

Physician Address: _____

FAX THIS AND YOUR PATIENT NOTES TO THE NUMBER ON THE BACK OF BROCHURE...

Prescription for Diabetic Shoes and Inserts

Patient: _____

Patient D.O.B.: _____ Patient Phone: _____

- 1) Type of shoes prescribed (check):
 Extra Depth (A5500) - 1 pair, unless otherwise noted
- 2) Type of inserts prescribed (check one):
 Heat Moldable (A5512) - 3 pairs, unless otherwise noted
 Custom Fabricated (A5513) - 3 pairs, unless otherwise noted

ICD Notes and/or Special Instructions:

Physician Signature: _____
Must be an M.D., D.O., D.P.M., P.A., N.P. or Clinical Nurse Specialist

Physician Name: _____

NPI #: _____ Date: _____

Physician Phone: _____

Physician Address: _____

...OR GIVE THIS AND YOUR PATIENT NOTES BACK TO THE PATIENT. THANK YOU!

DIABETIC PATIENTS AND MEDICARE

Annual
Wellness
Exams (AWV)

Chronic Care
Management
(CCM)

Transitions of
Care (TCM)

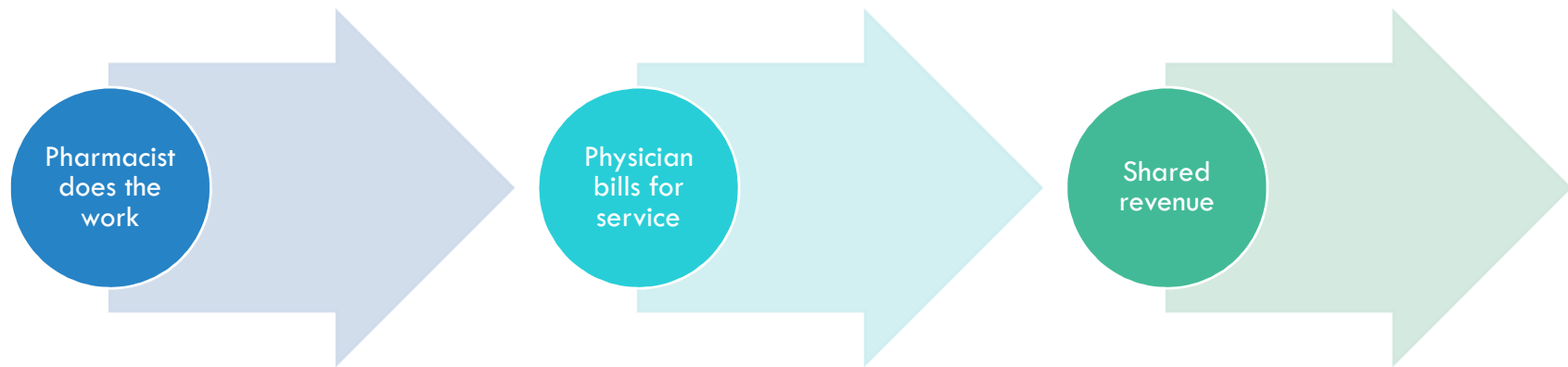
Incident to

Intensive
Behavioral
Therapy (IBT)

Smoking
Cessation

**COLLABORATION WITH MEDICAL PROVIDERS IS A
WIN-WIN**

THE COLLABORATIVE RELATIONSHIP



IMMUNIZATIONS

- Influenza
- Shingles
- Pneumonia
- Tdap

Administered by a pharmacist under protocol

~Can also do clinics at alternate locations upon request



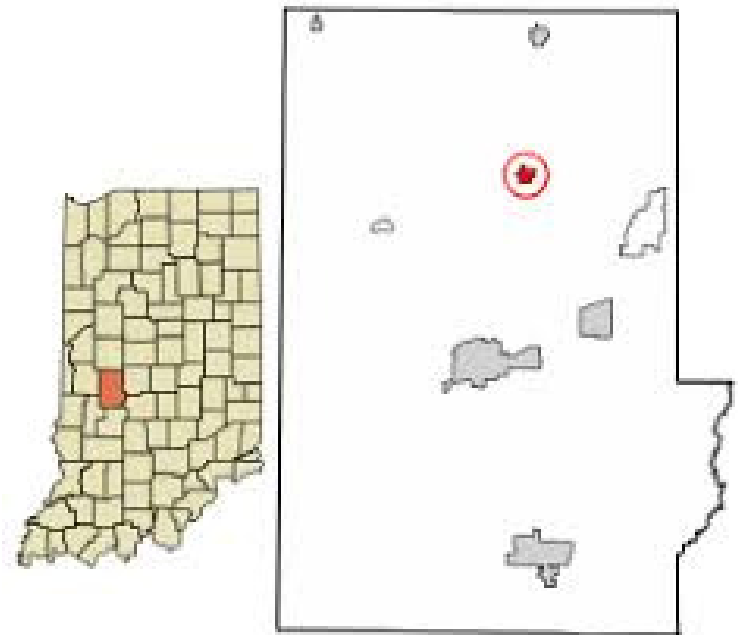


A PERSONAL APPROACH TO BETTER HEALTH

WHERE WE OFFER A PERSONAL
APPROACH TO BETTER HEALTH

CROSSROADS CARE **PHARMACY**

A PERSONAL APPROACH TO BETTER HEALTH



SERVICES



Walk in from clinic next door, drive thru or delivery service available



Med-packaging available



Medication synchronization for monthly refills



Online and mobile refill and text alerts



Oxygen/Cpap/BiPap and supplies

NEW CLINIC OPEN



Banner Graphic/BRAND SELVIA

Everyone is all smiles as the ribbon is cut on the new facility housing North Putnam Family Healthcare and Crossroads Care Pharmacy in Bainbridge on Thursday. Both clinics will provide integrated medical services that are in need in the community. Among those present at the ceremony are Beth Evans, assistant director of the Greater Greencastle Chamber of Commerce; Ben and Amanda Laney, owners of Crossroads Care Pharmacy; PCH board members David Bray, Janis Bray and Denny O'Hair; and Dennis Weatherford, PCH chief executive, Dr. Robert Heavin and Kathy Clodfelter, both of North Putnam Family Healthcare.

EASE OF ACCESS



Provider- Pharmacist
collaboration



DURABLE MEDICAL RESPIRATORY SUPPLIES

- ✓ OXYGEN
- ✓ CPAP
- ✓ BIPAP
- ✓ NEBULIZERS
- ✓ SUPPLIES
- ✓ INR AT HOME TESTING

CBD

- THE STATE OF INDIANA PASSED A BILL IN MARCH OF 2018 LEGALIZING THE SALE OF CBD OIL (SENATE BILL 52)
- MUST HAVE CERTAIN LABELING REQUIREMENTS (CERTIFICATE OF ANALYSIS)
- MUST BE 0.3% OR LESS THC IN PRODUCT



CBD IN INDEPENDENT PHARMACY

Why pharmacy?

~Full spectrum

~Isolate

Commonly used for:

Pain

Inflammation

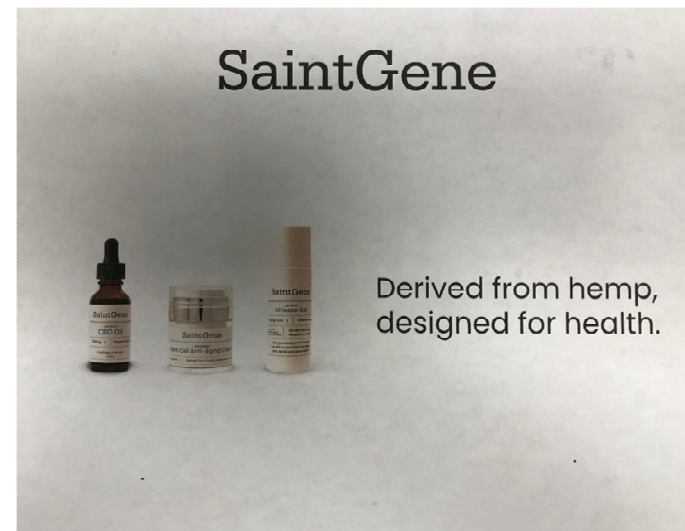
Anxiety

ADHD

Seizures/Epilepsy

Sleep

Adjunct therapy to decrease opioid usage*





FULL SPECTRUM HEMP EXTRACT FOR CATS AND DOGS



WHAT IS ANANDA PETS?

Ananda Pets is a full spectrum hemp extract (CBD) created exclusively for cats and dogs. Just like us, our furry friends have an endocannabinoid system (ECS), a central regulatory system that plays an essential role in establishing and maintaining health.

HOW DOES IT WORK?

Pets have cannabinoid receptors found throughout the body and brain. These receptors work on pain, mood, appetite and inflammation which help restore normal balance and homeostasis to your pet. And just as full spectrum hemp extract (CBD) has helped people, your pets can reap the same health-boosting benefits.

CBD shows promise in supporting:

ARTHRITIS
SEPARATION ANXIETY
NAUSEA AND VOMITING

NOISE PHOBIAS
HIP AND JOINT MOBILITY
EVERYDAY HEALTH AND WELLNESS



FULL SPECTRUM HEMP EXTRACT FOR CATS AND DOGS

HOW DO I ADMINISTER TO MY PET?

Place drops between pet's cheek and back teeth or drop onto their food or favorite snack following the Dosing Guideline below.

DOSING GUIDELINE

TITRATE DOSE LIP SLOWLY AS NEEDED.	WEIGHT OF PET (LB)	RECOMMENDED DOSING
	< 5 lbs	3 drops
	10	5 drops
	20	10 drops (approx. 1/4 dropper)
	30	15 drops
	40	20 drops (approx. 1/2 dropper)
	50	25 drops
	60	30 drops
	70	35 drops (approx. 1 dropper)
	80	40 drops
	90+ lbs	45 drops

Ananda Pets should be taken in accordance with the Dosing Guideline. If an entire bottle is ingested, consult your veterinarian.

➤ BACON FLAVORED
300MG/BOTTLE

➤ COMMON USES INCLUDE:

➤ PAIN/INFLAMMATION
ISSUES

➤ ANXIETY

➤ NOISE PHOBIAS

➤ NAUSEA/VOMITING

➤ ARTHRITIS

ANANDA PETS

LOOKING BACK

Opportunities

- Purchasing business
- Implementing changes accelerating growth of company
- Growth/maturity

Challenges

- Pharmacy is an everchanging landscape
- Keeping life balance
- Decisions to expand





LOOKING AHEAD

- Opportunities for continued diversification within our business
- Molding and Mentoring staff
- Being a voice and offering support for our community
- Continue to be an access point for high quality, personalized healthcare in the community

QUESTIONS? DISCUSSION?

Thank you for the opportunity to share our
story 😊

