

HEALTH MART SUCCESS STORY



Helping providers with multiple clinical services

PARKLAND PHARMACIES, MISSOURI



Helping providers with multiple clinical services

Parkland Pharmacies operates three locations in a low-income area of rural Missouri, serving a high percentage of elderly and disabled patients who are on Medicare, Medicaid, or are dually eligible. Because this population has limited resources, understanding patient needs and solving adherence barriers are key. Delivery and med sync are a natural fit.

The pharmacies are about 30 miles apart and all offer durable medical equipment. One location offers compounding and specialty medications, and another serves long-term care facilities. Two have adherence packaging capability on site and can fill prescriptions for the third with that packaging. A clinical pharmacist coordinator works with the pharmacist in charge of each location.

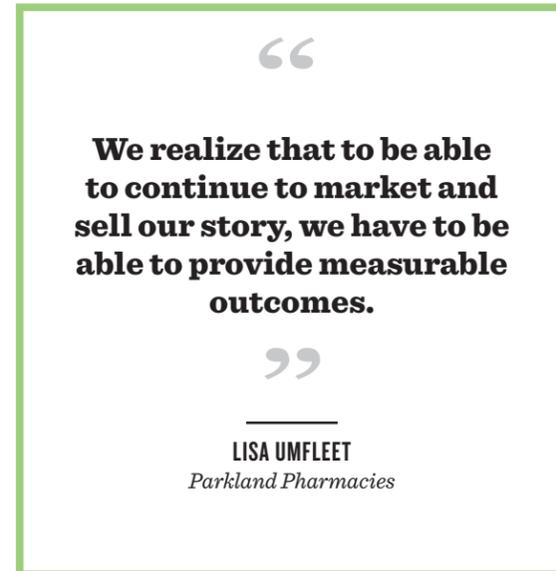
A Health Mart member since 2010, Parkland Pharmacies focuses on being known as a wellness destination, offering classes and being involved in community events.

Challenges & opportunities

As Parkland Pharmacies was looking at ways to improve its performance on various quality measures, it realized that collaboration with physicians plays a critical role. “We can explain to physicians med sync and what we do to improve adherence, but unless we show them how our actions are helping them meet their quality measures, we may not get the buy-in we need,” said owner Lisa Umfleet.

During the ideaShare conference in 2016, McKesson released a step-by-step guide to helping independent pharmacies grow their business called “Health Mart Pathway to Better Pharmacy Performance and Profit.” Part of that pathway is reaching out to providers, sharing the pharmacy’s expertise and clinical outcomes, and developing partnerships with providers to deliver an integrated approach to disease state management.

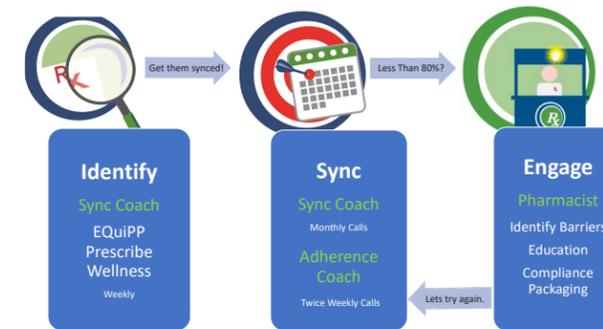
Parkland saw this approach as an opportunity to work with providers to improve quality measures and grow the business.



Action taken

Parkland Pharmacies named its clinical service iCareRx and began reaching out to providers by:

- **Specifying what it offers.** Parkland Pharmacies’ iCareRx includes medication reconciliation, medication therapy management, and adherence monitoring for patients discharged from an inpatient or skilled nursing facility. The pharmacy contacts patients within 72 hours of discharge or referral and follows up at 7, 14, and 30 days, and continues with monthly follow-up. Parkland also provides clinical services for high-risk patients, including individuals with multiple comorbidities.



- **Identifying opportunities.** Parkland’s clinical pharmacist coordinator created a list of 120 providers, including primary care practices, skilled nursing facilities, residential care, home health, and mental health providers. Parkland also found that critical access hospitals are interested in the impact a pharmacy can have on quality measures, even if those hospitals aren’t penalized for readmissions.
- **Tracking connections.** Parkland already had good relationships with hospitals and clinics where it offers monthly diabetic education classes. Educational programs have been one of Parkland’s best marketing tools, because providers see that Parkland does more than dispense medication. By keeping track of its connections with organizations and the key people in them, and by continuing to engage with them and offer services that help the patient and the provider, the pharmacy had a starting point for conversations with hospitals.
- **Overcoming hesitation.** With iCareRx, providers are referring patients to a care program, rather than to a pharmacy to have their prescriptions filled.



PARKLAND PHARMACIES
 Missouri

Results

With iCareRx, Parkland Pharmacies has been able to:

- **Grow enrollment** in its med sync program to more than 1,000 patients across the three pharmacies.
- **Collect MTM payments** through Missouri Health Med, the state Medicaid system, which allows pharmacies to bill in 15-minute increments for up to an hour per month.
- **Receive referrals** from physicians and patients through providing diabetes education in the community. Because diabetes is a growing concern with mental health patients, it has started conversations with care coordinators and case workers of behavioral health organizations looking for diabetes education.
- **Begin conversations** with a local accountable care organization about being part of its system or receiving a consulting fee. This ACO sees value in Parkland's services.
- **Improve communication** with providers. Physician offices still may not complete the brief form that Parkland sends, but they forward the information needed and the pharmacies are receiving quicker responses. "And if we're asking for lab work, we're getting it," Umfleet said. "The physicians' offices know that we're looking out for their patient."

Parkland has collected the stories of individual patients who became adherent under iCareRx, such as a woman who after three months was able to have her thyroid medication decreased and a man who resumed driving because with consistent medication for neuropathy he could feel the brake again.

With an update to its software, Parkland better tracks results.

Lessons learned

Providers are still learning about how quality measures affect them financially and may be overwhelmed by trying to make improvements.

- **Speak to their level of understanding.** "Keep it really simple and be the expert," Umfleet said. "That way when they have questions, they'll know who to turn to."
- **Perfect your pitch.** Parkland developed a presentation for iCareRx using Prezi (an alternative to PowerPoint that is visually compelling and makes a great impression). This presentation is used by Umfleet or one of the pharmacists when talking with a provider to make sure that everyone delivers the same consistent message. Even if they don't use the presentation during a one-on-one meeting, they follow the same outline and deliver the same messages.
- **Include your staff.** Talk with pharmacy staff members before going to providers' offices. They may have knowledge or ideas that may resonate with a particular provider.
- **Take the next steps.** Before leaving a provider's office, ask for a referral of a patient you can assist and set a date and time for your next meeting. Invite the provider to your pharmacy for a special event or arrange a lunch or dinner meeting.



McKesson

Health Mart is proud to be a member of the McKesson family, sharing in the collective industry knowledge and experience residing within all of the McKesson corporate affiliates. Since 1833, McKesson has been committed to the success of independent pharmacies through the delivery of innovative programs and reliable distribution services. Learn more at mckesson.com.

© 2017 Health Mart. All rights reserved. HM-133980-06-17