

Clinical Services for Your Pharmacy: Income Opportunities

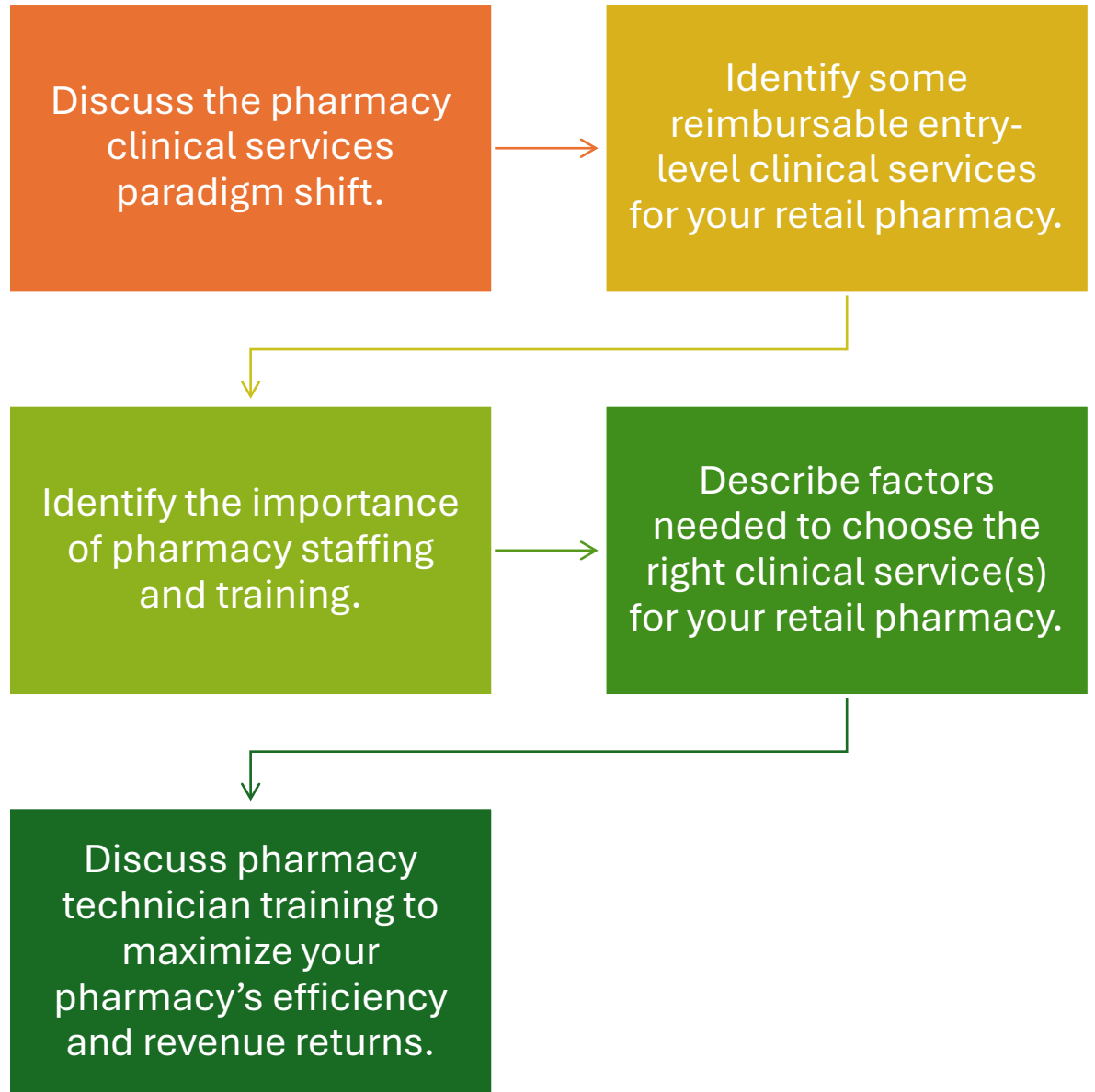
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- No relevant financial relationship(s) or nonfinancial relationship(s)
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Learning Objectives



Paradigm Shift

- Do you recall the paradigm shift that occurred with Blockbuster and Netflix?
- From 1985 to 2014, Blockbuster Video was the king of the movie rental industry.
- The company had thrived off renting movies and charging late fees to customers in their brick-and-mortar business model.
- By 1997, Netflix began offering consumers another more convenient way to rent movies, offering mail-order subscriptions.
- Soon after media consumption digitized and Netflix adapted, offering consumers streaming technology.
- A paradigm shift had occurred in consumer demand and Netflix seized the opportunity, offering consumers expanded services to meet those needs. Blockbuster on the other hand, was slow to change and did not realize the paradigm shift until it was too late.



Paradigm Shift

- Today and over the last decade, we are seeing a similar paradigm shift in the needs and demands for clinical services at our retail pharmacies
- Just filling and dispensing medications is no longer enough to sustain pharmacy revenues.
- As more and more pharmacies today face a plethora of financial challenges including increased prescription and dispensing costs and declining reimbursement rates the trend has led to the growing need for retail pharmacies to adapt to the addition of new clinical services to meet the ever-changing needs of their retail consumers.



7 Clinical Services in Retail Pharmacy

Expanded Immunization Programs

Point-of Care (POC) Testing

Smoking Cessation Counseling

Long-Acting Injectable Drugs

Contraceptive Prescribing

Diabetes Prevention Programs

Pharmacogenetic Testing

Clinical Services in Retail Pharmacy

- To adapt to this new paradigm shift, it has become increasingly important to look at the reimbursement of clinical services that varies by state and payer.
- It can be tough to figure out the financial value of such services without dedicating some focused time to research and figuring out the impact of these services for a retail pharmacy.
- Clinical services in a retail pharmacy, allow pharmacists an opportunity to increase their clinical interactions with patients while at the same time generating high-value services that are actively being reimbursed by payers.
- Every single pharmacy can do this and not only improve upon patient care but increase revenue streams for their pharmacy.



Expanded Immunization Programs



Many communities now depend on pharmacies to be primary immunization providers, but most pharmacies still mainly focus on giving only flu shots.



There is a growing opportunity for pharmacies to adopt the entire immunization needs assessment of their patients and to assist in covering gaps in their immunization profile



United States immigration law requires immigrant visa applicants to obtain certain vaccinations prior to the issuance of an immigrant visa. This represents an excellent opportunity for retail pharmacies to become one-stop resources for providing these immunization needs.



According to NASPA (National Alliance of State Pharmacy Associations), 48 states, Puerto Rico and the District of Columbia allow pharmacies to dispense vaccines. States with limitations on the types of vaccines pharmacists can dispense include New Hampshire, West Virginia, Wyoming, and New York.



Expanded Immunization Programs

- Adults often are not aware of all the immunizations they need and should be receiving.
- Informing your customers of their immunization needs and keeping their vaccines in-stock provides for your customers a one-stop immunization experience
- Based on state regulations, pharmacists can train staff to check their state's immunization registry as they fill prescriptions and use CDC guidelines to make patient-specific recommendations based on the patients' diagnoses, age, history or disease state inference from their prescriptions.

VACCINE	DATE EACH DOSE WAS		
	1st	2nd	3rd
PV or IPV)	09/10/1993	11/09/1993	02/07/1995
P/DT/Td <small>(Diphtheria, tetanus and [acellular] pertussis OR tetanus and diphtheria only)</small>	09/10/1993 DTaP-DTP	11/09/1993 DTaP-DTP	01/11/1994 DTaP-DTP
<small>(Measles, mumps and rubella)</small>	08/03/1994	02/19/1998	
<small>(Required only for child care and preschool.)</small>	09/10/1993	11/09/1993	01/11/1994
TIS B	09/10/1993	11/09/1993	08/03/1994
ILLA <small>(Chickenpox)</small>			
TIS A <small>(Not Required)</small>			

Type*	Date Given	Date Read	mm indur	Impression
<input type="checkbox"/> PPD-Mantoux <input type="checkbox"/> Other	05/06/1997	05/09/1997	N	<input type="checkbox"/> Pos <input type="checkbox"/> Neg
<input type="checkbox"/> PPD-Mantoux <input type="checkbox"/> Other	02/19/1998	02/21/1998	N	<input type="checkbox"/> Pos <input type="checkbox"/> Neg

*Indicated for school entry, must be Mantoux unless exception granted by local health department.

X-RAY
 X-RAY
 Person is free of communicable tuberculosis: yes no

HEALTH SERVICES IMMUNIZATION BRANCH

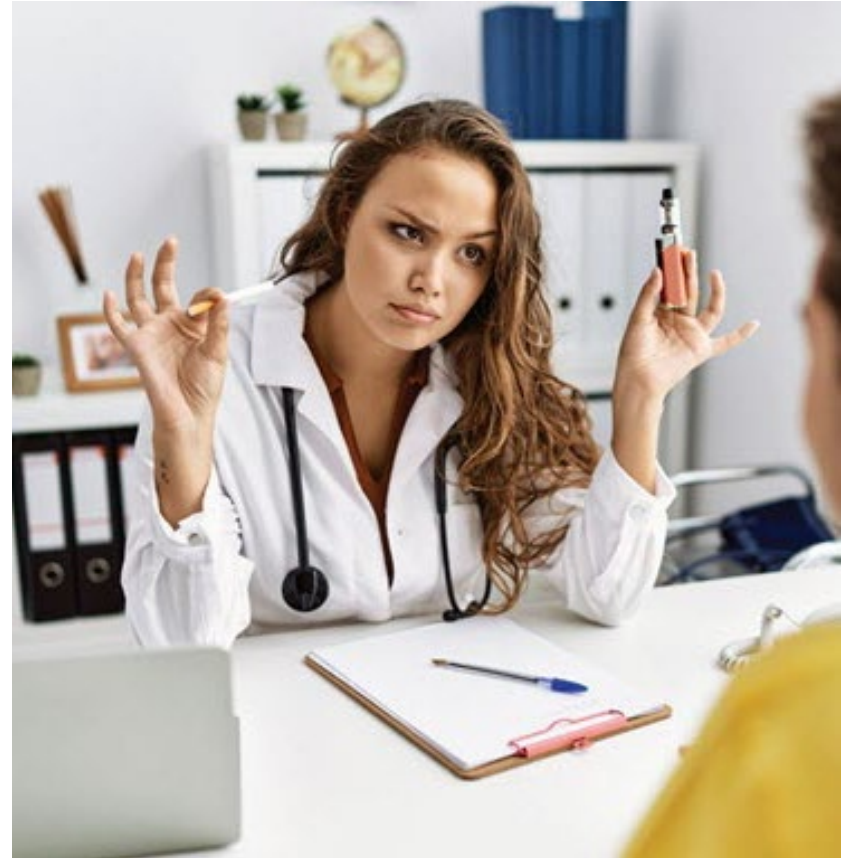
Point-of Care (POC) Testing

- There are many Clinical Laboratory Improvement Amendments (CLIA)-waived tests that can be provided in a pharmacy setting, with strep, flu and COVID-19 tests being particularly attractive to patients.
- In states where pharmacies can set up collaborative practice agreements (CPAs) with physicians to allow them to prescribe antibiotics and antivirals, patients can have these drugs dispensed immediately after positive POC testing.



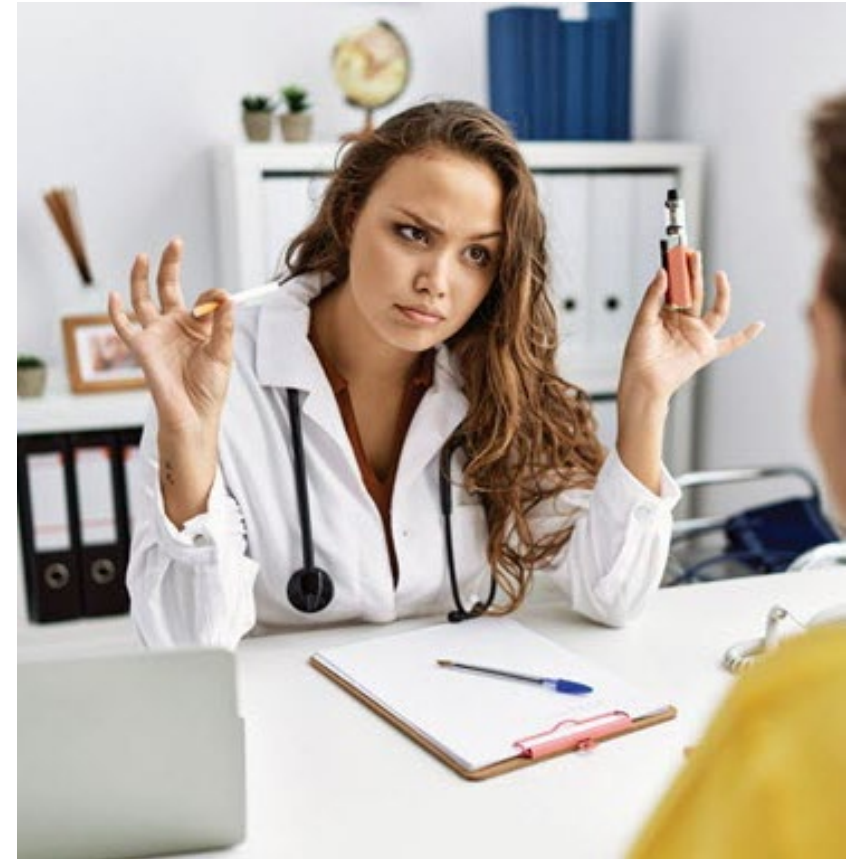
Smoking Cessation Counseling

- Most retail pharmacies have patients who smoke, and they need to know that you can help them quit.
- There are multiple ways that pharmacies can run a counseling program for smoking cessation. States like Arizona, Arkansas, California, Colorado, Idaho, Indiana, Iowa, Maine, New Mexico, and West Virginia have statutes of regulation to address the prescription of tobacco cessation products by pharmacists.
- In these states, it is the role of the pharmacy to act as the patient's accountability partner on their journey to smoking cessation.



Smoking Cessation Counseling

- If your pharmacy is in any of these states, a good way to start off is by creating a protocol where your pharmacy offers 30-minute consultations where smoking cessation options are discussed with the patient, like OTC nicotine replacement products and other prescribed drugs.
- When it comes to the cost of the service, an affordable consultation fee works while the insurance covers the cost of prescription drugs.



Contraceptive Prescribing

- There is a nationwide push to allow pharmacists to prescribe hormonal contraceptives and reduce the number of unintended pregnancies through improved access to the contraceptives.
- The states with statutes allowing pharmacists to prescribe contraceptives include Colorado, California, the District of Columbia, Hawaii, Idaho, Maryland, New Mexico, Oregon, Utah, and West Virginia.
- The pharmacist can provide 30-minute consultations and provide the contraceptives afterward. The contraceptives can be refilled to cover a year, and patients must visit a health doctor every three years.

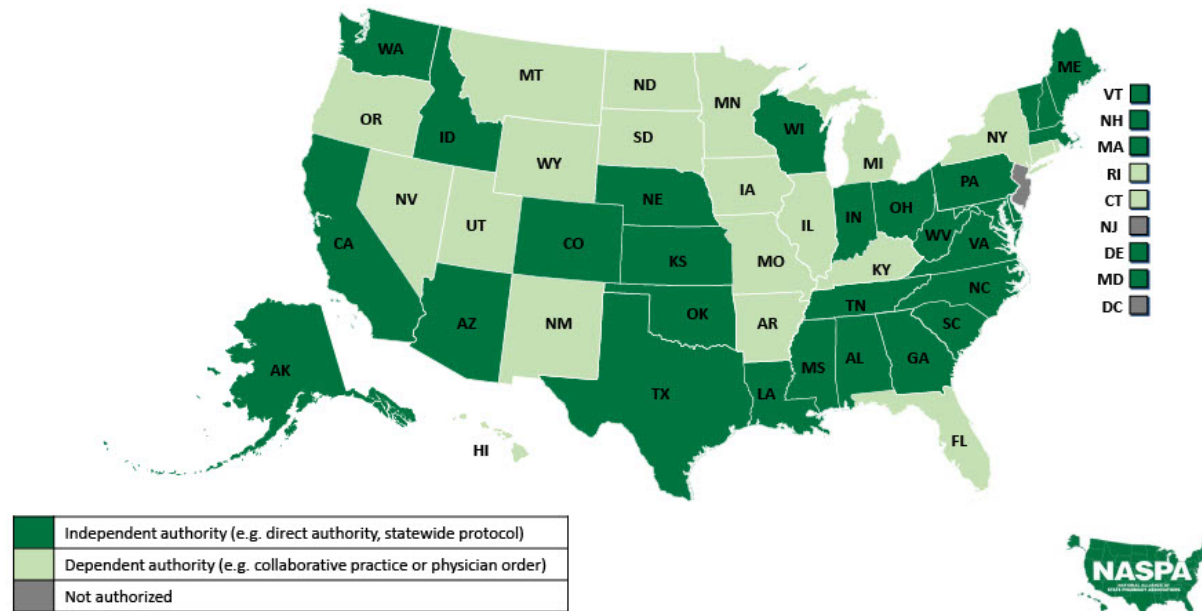


Long-Acting Injectable Drugs

- In states that allow pharmacists to administer intramuscular and subcutaneous injections, pharmacies can serve as alternate injection sites for long-acting injectable antipsychotic agents (LAIAs) and other medications.

Pharmacist Authority to Administer Long-Acting Injectable Antipsychotic Medications

Based on data collected by NASPA (updated May 2024)



Long-Acting Injectable Drugs

- This clinical service can occur under collaborative practice agreements with mental health practitioners or through partnerships with LAIA manufacturers.
- Administration fees are either paid by the manufacturer or the pharmacy can charge the patient an injection fee.



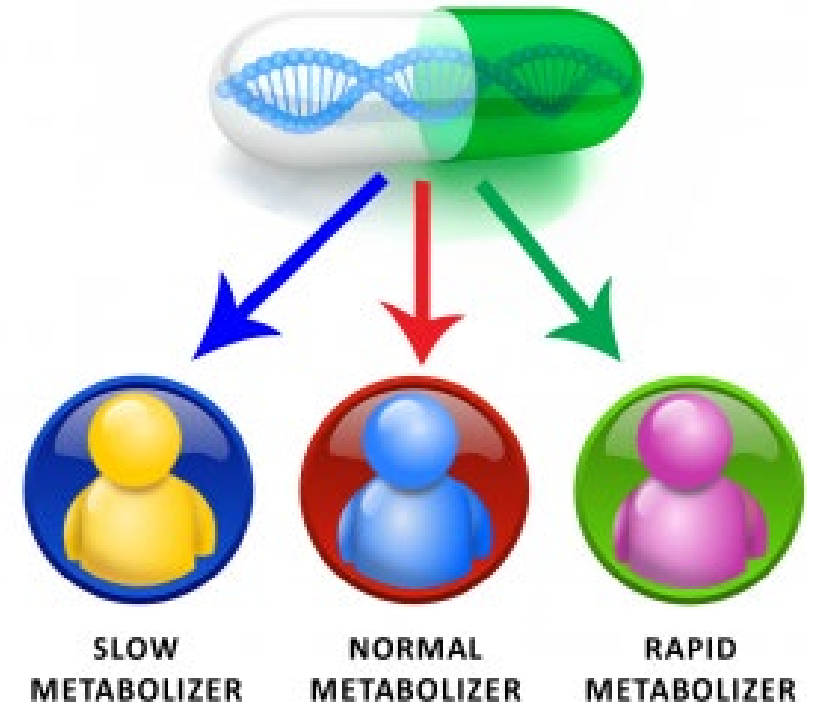
Diabetes Prevention Programs

- For the nation to increase the accessibility of diabetes prevention programs, pharmacies are the best places to screen and follow up on lifestyle changes.
- To empower the pharmacy to deliver Diabetes Predictor Scores (DPS), pharmacists and technicians need to be trained about pre-diabetes and how to manage it.
- Pharmacists provide great accessibility to the community in the United States, especially in rural and urban areas. And that is why retail pharmacies are the best propagators of the national diabetes prevention program.



Pharmacogenetic Testing

- Pharmacists are uniquely trained in the disciplines of pharmacokinetics, drug metabolism, and drug transport making them preferred providers of pharmacogenetic testing. In this clinical service, the genetic differences in an individual's metabolism can specify the type of drugs that can work for them and the dosages needed to achieve therapeutic outcomes.
- If drugs like mental health drugs are not effective on a patient, a pharmacogenetic screening can identify why it is happening.
- The test involves performing a buccal swab on a patient and then taking a lab test. Once the pharmacogenetic report is available, the pharmacist discusses the results with the patient before prescribing a new drug.



Choosing the right clinical service opportunity

1

Determine which clinical services are allowed in your state.

2

Determine the payers that reimburse for each service.

3

Determine the credentialing, contracting process and CPT codes required with payers.

4

Select the clinical services that best fit your patient population and your retail pharmacy.

5

Choose the technology that builds upon the correct infrastructure to support the documentation and reimbursement of clinical service focus of your choice.

Importance of proper pharmacy staffing and training

- Pharmacy technicians remain indispensable healthcare professionals who play a vital role in ensuring the smooth operation and delivery of quality pharmaceutical care.
- It is vital for retail pharmacies to properly staff and train their personnel to fully realize their revenue potentials.



Importance of proper pharmacy staffing and training

- A pharmacy technician uptrained to the highest levels of what their respective state law permits in the assistance with expanded clinical services helps maximize a pharmacy's potential efficiency and ease into the transition of that pharmacy offering expanded clinical services and opens the potential for additional revenue streams from such services.
- For example, a pharmacy technician that has been trained to become an immunizer, can in turn allow for an increase in immunizing capabilities for that pharmacy, reducing the need to recruit additional pharmacists and reduce pharmacist bottlenecks in the immunizing workflow process.
- Pharmacy technicians can take on responsibilities that allow for a more robust offerings of clinical services.



Question 1.

True or False.

Clinical services in a retail pharmacy include Expanded Immunization Programs, Point-of Care (POC) Testing and Contraceptive Prescribing?

True

Question 2.

Choose the best answer.

A pharmacy technician uptrained to the highest levels of what their respective state law permits in the assistance with expanded clinical services...

- A. Gives technicians a chance to express themselves.
- B. Helps minimize a pharmacy's potential efficiency and makes it more difficult for that pharmacy to offer expanded clinical services.
- C. Helps maximize a pharmacy's potential efficiency and ease into the transition of that pharmacy offering expanded clinical services.

C.

Question 3.

All of the following are important factors needed in choosing the right clinical service opportunity for a retail pharmacy

except...

- A. Determine which clinical services are allowed in your state.
- B. Determine the payers that reimburse for each service.
- C. Determine the credentialing, contracting process and CPT codes required with payers.
- D. Determine how much to upcharge prescriptions
- E. Select the clinical services that best fit your patient population and your retail pharmacy.

D.

Summary

- Do not get caught being a Blockbuster.
- As the pharmacy industry is moving towards providing enhanced clinical services, now is the time to act and innovate like a Netflix.
- Start laying the groundwork to offering and delivering high-value clinical services in your pharmacy to realize a meaningful impact on your patient population and realize potential additional revenue streams.
- Any pursuit of change in offering clinical services comes with risk and there are foundational requirements, such as credentialing, training and contracting per state, that will be required regardless of the clinical service you choose to pursue.
- Pharmacies that capitalize on a provision of clinical services and recognize this paradigm shift early, position themselves to better adapt to new financial landscapes of the future.

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