



Flora Pharmacy

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Utilizing Mobile Pharmacy Application Services

Scott Ross, PharmD
Mississippi State Department of Health

Executive Summary

Flora Pharmacy in Flora, MS is an independent pharmacy that strives to improve the health of the community it serves. The staff are committed to providing high-quality service to their patients in a friendly environment. There are currently many services offered at this location, including medication dispensing, vaccinations, curbside services, medication and disease-state counseling, over-the-counter recommendations, and liquid medication flavoring. What the pharmacy does not currently offer is pharmacy application services.

The proposed business plan focuses on implementation of pharmacy application services. This plan will benefit patients by increasing accessibility for refilling their medications, which could lead to increased adherence rates and improved health outcomes. This plan will likely increase patient satisfaction with our services due to reducing average wait time when calling the pharmacy. Patients inside the pharmacy will also benefit since staff members will have more time to fill medications and provide counseling services. This plan will require minimal staff involvement and could benefit both patients and staff members.

Objectives of implementation:

- Increase accessibility for patients to refill their medications
- Increase medication adherence rates
- Decrease the amount of time that pharmacy team members spend on the phone receiving call-in refill requests from patients
- Decrease the average wait time patients experience when calling the pharmacy (due to a lower volume of calls)
- Increase patient and pharmacy team satisfaction
- Increase the amount of time staff members have available to speak with patients in the pharmacy (e.g., medication counseling, recommendations)
- Utilize Medication Therapy Management (MTM) services to further increase adherence and pharmacy ratings

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Description of the Business

Flora Pharmacy is an independent pharmacy located at the Cotton Exchange Plaza in Flora, MS. The pharmacy has been in business since October 2016 and is owned and operated by Mary Beth Hardy. The staff at Flora Pharmacy are committed to providing high-quality service to their patients in a friendly environment.



Address: 740 US 49, Suite U
Flora, MS 39071

Hours: M-F 8:30am-5:30pm

Phone: 601-401-5060

Email: mhardy@floramsrx.com

Services offered at Flora Pharmacy:

- Pharmacist-verified medication dispensing
- Vaccinations (including COVID-19 vaccinations)
- Curbside services (medication pick-up and vaccinations)
- Medication and disease-state counseling
- At-home COVID-19 antigen tests
- Over-the-counter recommendations
- Liquid medication flavoring to improve palatability
- Non-pharmacy services/products:
 - Gift wrapping, gift items (e.g., candles, jewelry, cosmetics), baking/dessert items

Our Mission Statement

“Our mission is to provide pharmaceutical services and needs on a personal level to patients in the community and surrounding areas in order to improve health, wellness, and quality of life. We work as a team to provide the best customer service for our patients.”

Flora Pharmacy strives to provide the best care for their patients by:

- closely monitoring medication regimens to prevent medication errors and drug interactions;
- working efficiently to prevent the dreaded long wait times that are typically seen at pharmacies;
- contacting providers to clarify or correct any discrepancies with a patient’s prescriptions;
- making adequate time to interact with patients to properly counsel on medications, listen to and respond to any concerns, and recommend over-the-counter products when necessary;
- ensuring that dispensed medications are affordable to patients as well as providing cost transparency.

Flora Pharmacy’s goal is to provide the best customer service in town. This will occur by continually expanding our services, further increasing patient and employee satisfaction, prioritizing our patients’ needs and outcomes, and making efforts to continue learning in the ever-changing field of pharmacy.

Description of the Service

The proposed service is implementing the use of pharmacy mobile application services. There are many options available to pharmacies, including:

- ✓ Prescription order status notifications
- ✓ Automatic refill reminders and dose reminders
- ✓ Pill identifier
- ✓ Medication information database
- ✓ Personal pharmacy-branded app
- ✓ Direct messaging system (1- or 2-way)
- ✓ Marketing messages
- ✓ Reporting and analytics
- ✓ Information regarding pharmacy services, contacts, and location



Additionally, many of the app developers offer other services, including:

- ✓ Pharmacy online dashboard/website
- ✓ Vaccination Scheduler and Waitlist
- ✓ Partnering with compounding/specialty pharmacies
- ✓ Digital marketing assistance, including increased visibility on Google® as well as Facebook® ads promoting the pharmacy
- ✓ IVR (Interactive Voice Response) automated system for calling in refills



Marketing Plan

SWOT Analysis:

Strengths	<ul style="list-style-type: none">➤ All pharmacy team members are technologically competent.➤ There are multiple pharmacy application developers available.➤ There are a variety of feature and pricing options.	Weaknesses	<ul style="list-style-type: none">➤ Price of utilizing pharmacy application services may not fit into the pharmacy budget.➤ Many local competitors already have this service available to patients.➤ Most larger chains have the resources to provide higher quality applications that can offer more services.
Opportunities	<ul style="list-style-type: none">➤ Increased accessibility for refilling medications.➤ Potential for increased adherence rates.➤ Potential to attract new customers with minimal risk of losing patients.➤ Lower burden of incoming calls with improved wait times.➤ More time dedicated to completed other tasks.	Threats	<ul style="list-style-type: none">➤ Customer dissatisfaction if the application is of poor quality or has issues.➤ Patients will require internet access.➤ Depending on the app chosen, patients may require a smartphone.➤ Staff will need to be familiar with application profile setup and use.

Marketing Strategies:

- Advertise the application on social media and/or in the local newspaper.
- Have pamphlets available at the pharmacy.
- Have information printed on the pharmacy bags or receipts.
- Advertise the application via email.
- Purchase website advertisements.



Financial Cost

RxLocal

- Plans available at an estimated \$50/month
 - This is an estimated price provided by an independent pharmacy in the state. Pricing information is not available online.

Digital Pharmacist

- Unable to obtain pricing information for this product. Pricing information is not available online and representatives were unable to provide plan price prior to scheduling a consultation appointment.

Refill Assistant¹

- Plans range from \$129-249/month. \$0 setup fee. Contracts are 12-month terms with a 30-day cancellation notice. There is no mention of customer download limits.
 - Features available on the \$129/month plan include:
 - Mobile prescription orders
 - Automatic refill reminders
 - Dose reminders
 - Script status messages
 - 1-way messages
 - Embed messages links
 - Pharmacy services, contacts, location
 - Additional features available on the \$249/month plan include:
 - Pharmacy-branded app
 - 2-way messaging system
 - Marketing messages

Financial Projections

- Difficult to give estimates for financial gains/losses due to the multiple factors being at play, including:
 - Which application company and plan are selected:
 - Some plans include marketing assistance, which could attract new customers.
 - Pricing varies greatly between plans.
 - Whether or not MTM opportunities are pursued:
 - Completing MTMs could lead to an increase in the number of third-party payers listing Flora Pharmacy on the preferred pharmacy list.
 - Completing MTMs will also lead to direct reimbursement (\$35-75 per CMR; \$20 per TIP).²
- What we know:
 - Utilization of the pharmacy application will likely lead to an increase in adherence due to greater accessibility.
 - Increased adherence = Increase in medications filled
 - This will result in increased profits alone.

Management Team

The Flora Pharmacy team consists of 3 full-time pharmacists, 3 part-time pharmacist, 1 part-time pharmacy extern, and 4 full-time pharmacy technicians.

The full-time pharmacy staff would need to learn how to use the application. This is so they can help patients set up the application and answer patient questions regarding how to use the application. The developers are willing to set up an appointment to show the staff a demonstration of the application's features.

Depending on the application chosen (and the chosen app's ability to integrate with the pharmacy's software – ComputerRX/WinRX), pharmacy staff may have to log onto a separate software and collect RX numbers to be filled by the pharmacy per patient request.

Other management functions are handled by the developers of the application. All options listed on page 10 have tech support lines in case of any issues that may arise.

Operations

Once implemented:

1. The pharmacy staff should track the number of patients who utilize the service along with their satisfaction with the product.
2. The pharmacy staff should compare the average number of calls at baseline to the average number of calls after implementation of the app services to determine there have been improvements.

Potential Partners



Mobile App Name: RxLocal – available on Apple (2.5/5 star) and Android (3.9/5 star)

Link: <https://www.rxlocal.com/pharmacist>



Mobile App Name: PocketRx® – available on Apple (4.7/5 star) and Android (4.7/5 star)

Link: <https://www.digitalpharmacist.com/>



Mobile App Name: Refill Assistant – available on Apple (4/5 star) and Android (4.3/5 star)

Link: <https://refillassistant.com/>

References

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