



# LEVERAGING PHARMACY DATA TO IMPROVE PROFIT AND ADHERENCE

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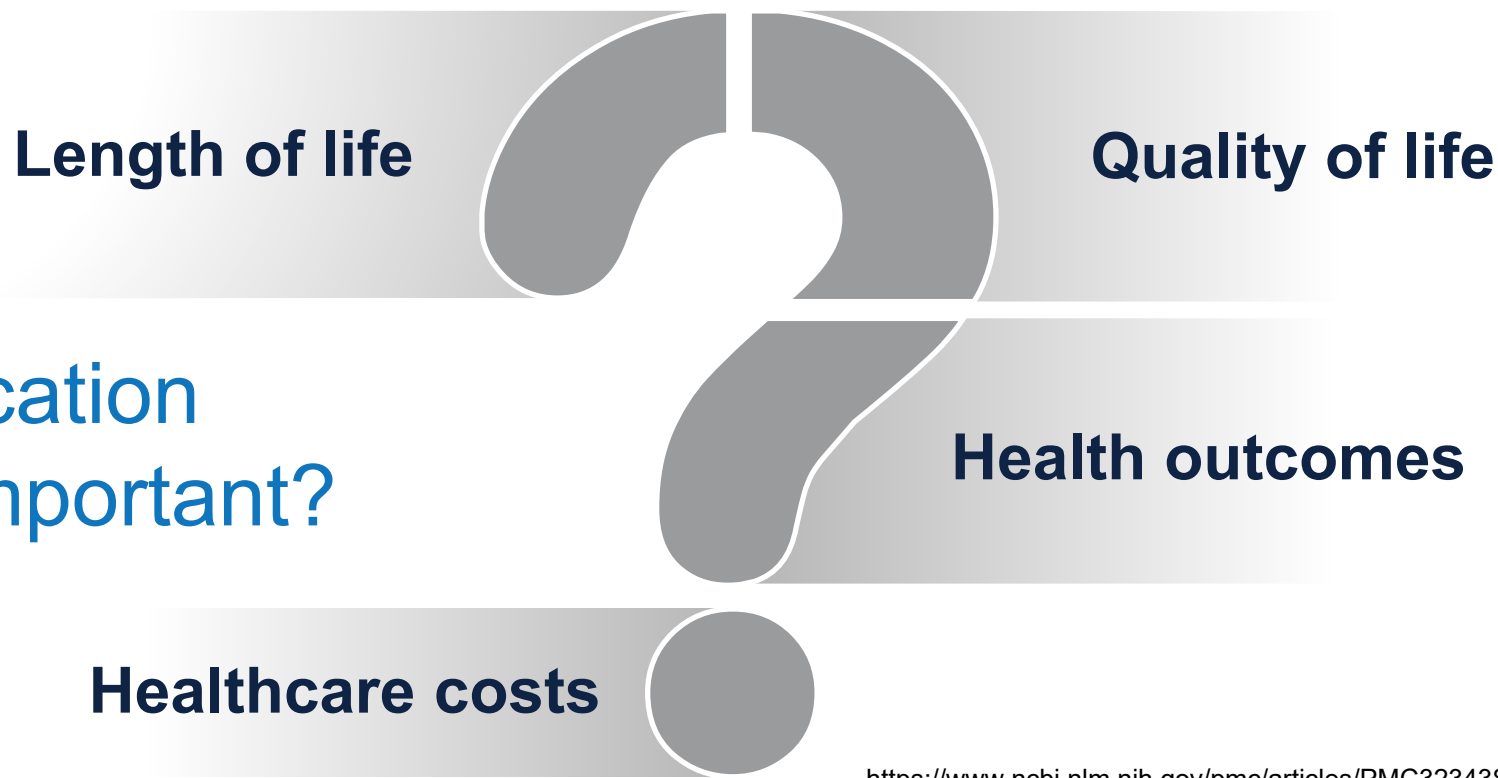
# LEARNING OBJECTIVES

1. Recognize ways that pharmacy analytics can help pharmacists improve patient adherence
2. Identify useful methods for determining financial gaps in your pharmacy
3. Describe how pharmacists can leverage data to combat the Opioid Crisis





# PHARMACY ANALYTICS AND PATIENT ADHERENCE

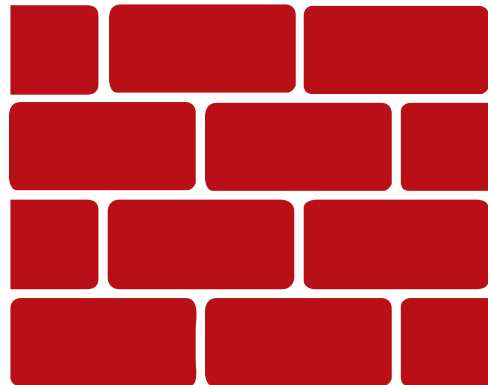


Why is medication adherence important?

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3234383/>  
<https://www.uspharmacist.com/article/medication-adherence-the-elephant-in-the-room>



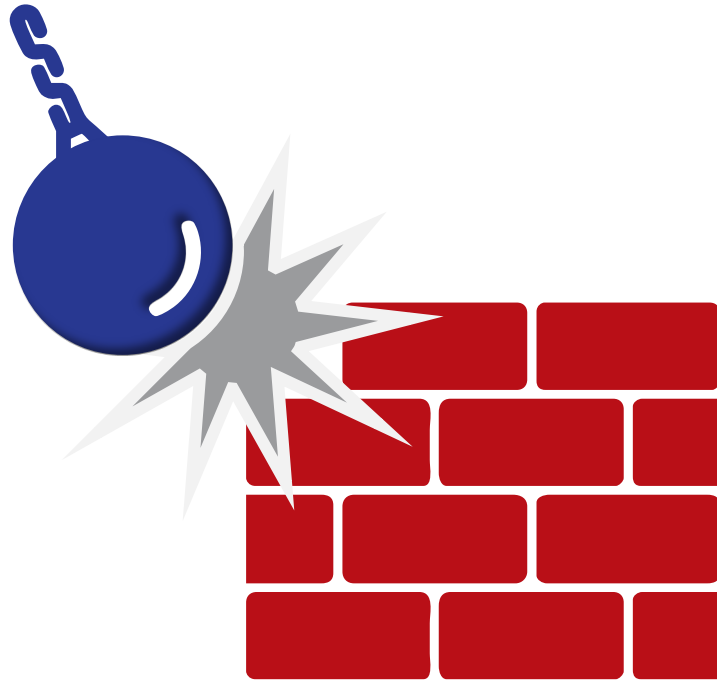
# MEDICATION ADHERENCE BARRIERS



- Side effects
- Number and types of pills prescribed
- Changes to regimen
- Patients expectations and understanding of diagnosis and subsequence course of therapy
- Perceptions of symptoms (improving or worsening)
- Financial obstacles (high copays, deductibles)



# SOLUTIONS TO BARRIERS



- Identify and suggest OTC items or other medications to help manage side effects
- Recommend pill boxes or offer adherence packaging
- Counsel patients on their specific condition and medications prescribed
- Suggest a therapeutically equivalent generic medication or the generic form of the prescribed medication if available

[http://www.ncpa.co/adherence/AdherenceReportCard\\_Full.pdf](http://www.ncpa.co/adherence/AdherenceReportCard_Full.pdf)



# IDENTIFYING NON-ADHERENT PATIENTS

- Patients with PDC scores below 80% (targeting those closer to that threshold 65 – 79%) for the Star Measure medications (Diabetes, Hypertension, Cholesterol)
- Patients taking multiple maintenance medications
- Patients taking high-value maintenance medication



<https://www.cms.gov/medicare/prescription-drugcoverage/prescriptiondrugcovgenin/performancecd.html>



# PHARMACY AND PATIENT OUTCOMES

- Achieve more fills per year
- Increase rapport and customer retention
- Better Star Ratings resulting in lower DIR fees
- Improve patient outcomes (prevent hospital admittance/re-admittance)





# PHARMACY ANALYTICS AND FINANCIAL GAPS

- What are your costs?
  - Labor hours (efficiency and productivity)
  - Cost of goods
  - Overhead costs (utilities, advertising, taxes, etc.)
- Where are areas of financial opportunity for the pharmacy?



<https://www.drugchannels.net/2019/01/independent-pharmacy-economics-keep.html>





# FINANCIAL OPPORTUNITY



- Purchasing – NDC Optimization
- Missing Patients
- New Patients
- Incremental Fills



# USING PHARMACY DATA TO COMBAT THE OPIOID CRISIS

- Opioid prescriptions have decreased, while related deaths have increased
- More than 42,000 people died from opioid related overdoses in 2016 alone.
- According to CMS, opioids killed 116 people per day in 2016, 40% of which were attributed to prescription opioids.





# HOW COMMUNITY PHARMACISTS CAN HELP

- Educate
- Monitor
- Prepare



<https://cvshealth.com/thought-leadership/naloxone-opioid-overdose-reversal-medication>



## THROUGH THE RIGHT DATA, PHARMACISTS CAN:

- Identify their patients taking opioids at high dosages and those taking it concurrently with a benzodiazepine
- Communicate with health care providers, as their corresponding responsibility, to inform and raise awareness
- Identify potential pill mills and over prescribers
- Provide an insurance policy for their pharmacy and patients



# SUMMARY

1. Recognize ways that pharmacy analytics can help pharmacists improve patient adherence
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# LEARNER ASSESSMENT

- 1. Which of the following benefits best describe why medication adherence is important?**
  - Improved quality of life
  - Improved health outcomes
  - Reduced total cost of healthcare
  - All of the above
  
- 2. All of the following are good examples of solutions to medication adherence barriers, except:**
  - Counseling patient on use of pill boxes or adherence packaging
  - Suggesting a therapeutically equivalent generic product to save the patient money
  - Recommend that the patient take half the prescribed dosage
  - Counsel patient on their specific condition and why adherence is important



# LEARNER ASSESSMENT

3. **Pharmacies can improve financial health by focusing on data and reporting that highlights:**
- a) Missing Patients
  - b) New Patients
  - c) Missed refills
  - d) All of the above**
4. **By taking action on medication adherence, pharmacies can:**
- a) Improve profit and revenue by gaining more fills per year
  - b) Improve patient outcomes
  - c) Decrease patient loyalty as a result of providing genuine healthcare
  - d) Both (a) and (b)**



# LEARNER ASSESSMENT

**5. Which of the following is an incorrect statement regarding the opioid crisis?**

- a) More than 42,000 people died from opioid related overdoses in 2016 alone
- b) Pharmacists can help identify DEA red flags, such as dangerous combinations of opioids and benzodiazepines
- c) Pharmacists can educate and arm their patients with resources to help prevent opioid misuse and overdose
- d) Pharmacists are not prescribers and have no direct role in combatting the opioid crisis**