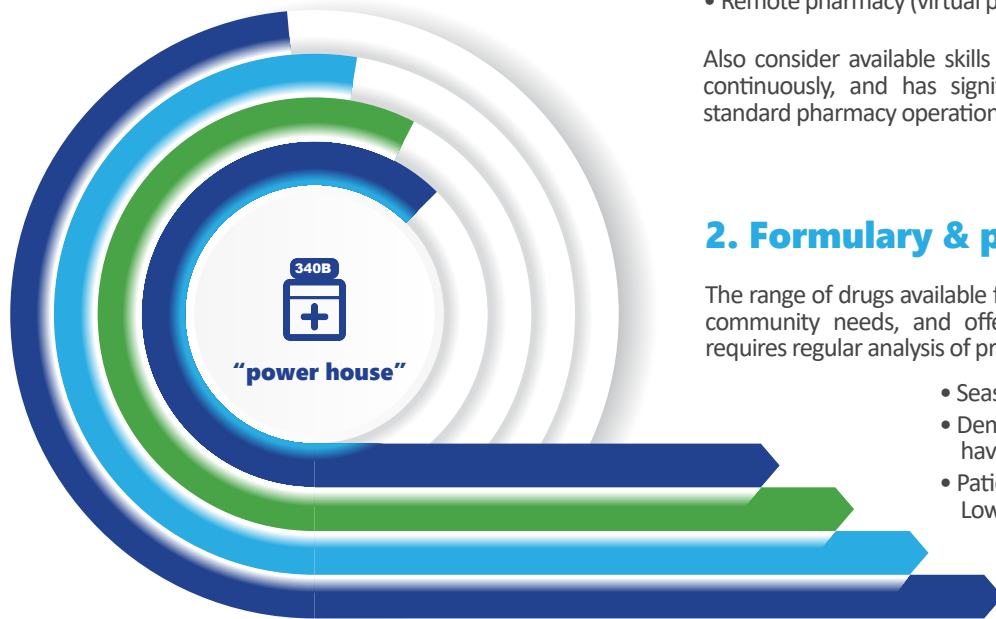


# Is your 340B pharmacy model working for you?

Pharmacy is a critical component of the patient care cycle and should be a source of profitable income. Reviewing your model can help you meet patient and revenue goals.

- Do you have a 340B pharmacy solution in place, and is it profitable?
- Where are your patients currently filling their scripts (and are they filling them)?
- Does your formulary meet patient needs?
- Are your capture rates low?



## 1. Pharmacy model



Your model needs to encourage patient compliance and capture benefit from all prescriptions written, regardless of where they are filled.

Depending on the number of sites, services provided, patient mix, local health plans, and internal resources available, it's likely you'll need a mix of options:

- In-house pharmacy (patients visit clinic)
- Contracted pharmacy (patients fill scripts at other pharmacies)
- Provider dispensing (during encounter, where no in-house pharmacy)
- Remote pharmacy (virtual pharmacy for patients unable to go to one)

Also consider available skills and resources. The 340B program is evolving continuously, and has significant compliance requirements separate to standard pharmacy operations.

## 2. Formulary & pricing



The range of drugs available from your pharmacy should be tailored to your community needs, and offer maximum benefit to 340B patients. This requires regular analysis of prescription patterns, taking into account:

- Seasonal needs (i.e. allergies and flu shots)
- Demographic groups (e.g. baby boomers who may have a greater risk of Hepatitis C)
- Patient financial capacity and payer mix (consider Low Cost Generic programs)

Knowing these enable you to offer the right medications to patients, when they need them, at the lowest possible cost.

## 3. Patient access



It's not enough to just have an in-house pharmacy. Patients need options available that make it easy for them to obtain medications and comply with treatment plans.

For clinic visits, the most accessible option is an in-house pharmacy, but patients may be unaware of this option, or choose to go elsewhere. When a patient leaves without filling a prescription, there is a higher risk of non-compliance with their treatment plan. Patients seen outside the clinic do not have access to your pharmacy at time of visit, and many are unable to get to a pharmacy.

For repeat prescriptions, it's patients forget to refill, or may be unable to get to a pharmacy. Alternatives need to be offered like home or bedside delivery, or mail order.

## 4. Patient communication



Simple marketing campaigns can significantly increase fill rates at your pharmacies, with minimal cost and effort required.

- Make patients aware of your pharmacy - place banners, flyers, and other collateral in public areas. Ask front desk staff, providers, and pharmacy employees to remind patients of the options available to them.
- Identify where your patients are filling their prescriptions, and offer an incentive to use your pharmacy.
- Pay special attention to repeat prescriptions and make it easy for patients to automatically get their refills.

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