

“Local pharmacists are the most valuable asset we have in the entire pharmaceutical chain.”

Sen. Michael Enzi (R-WY) on the important role of Community Pharmacy in improved patient outcomes.



Rx.com
Digest

The
New Business
of
Pharmacy

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“Pharmacists have a great deal to offer any health professional who deals with medication-related issues. They can help improve the safety of medication use, recommend equivalent but lower cost treatment options, and help identify the most effective therapies based on the most current and credible scientific evidence.

Take advantage of the resources pharmacists can provide by integrating them into the patient care team. The quality and safety of patient care will improve as a result.”

Kasey K. Thompson, PharmD,
Director, Patient Safety, American
Society of Health-System Pharmacists
This Is What Your Pharmacists Can Do
for You and Your Patients—Let Them
Help. Available at <http://www.medscape.com/viewarticle/556273>

The New Business of Pharmacy

The practice of Pharmacy has always been about healthcare. However, the business of Pharmacy has traditionally been focused on dispensing prescriptions.

The New Business of Pharmacy moves beyond that ideal and instead focuses on asserting Pharmacy's role in positively impacting patient outcomes and reducing healthcare costs. Encompassing more than dispensing the medications patients need, the New Business of Pharmacy emphasizes the relationship between the

pharmacist and patient through an alliance with pharmaceutical manufacturers and a cooperative effort with physicians.

Alignment of purpose by these entities ensures the continued viability of the Pharmacy industry. Most importantly, though, a unified purpose ensures that patients maintain the top priority by providing them with access to the healthcare and resources they have come to trust and expect from Pharmacy.

Why The Time Is Now

Pharmacy can no longer sit by and let its role in healthcare erode. Research indicates that improving medication therapy persistency will lead to an improvement in chronic diseases they are indicated for. As a result, improved chronic disease states lower healthcare costs in the long run.

One proven way to impact improved healthcare is through increased pharmacist-patient interaction. Studies of community pharmacy conducted by independent groups indicate decreases in overall medical care expenditures through increased pharmacist-patient interaction.

The Pharmacy industry needs a strategy that both emphasizes the needs of patients and values the role of manufacturers—not the interests of outsiders. The pharmaceutical manufacturing industry has spent billions

of dollars to understand the disease states they have invented prescription drugs to control. A partnership with Pharmacy brings patients—via pharmacists—access to the wealth and quality of information that Pharma possesses.

Through this partnership and integrated Rx.com technologies and services, pharmacists can facilitate increased patient-pharmacist interaction, improve outcomes, and ultimately, lower healthcare costs.

Rx.com's size, scope, wealth of data available real-time to and measurable directly by manufacturers is a virtue only select few in the Pharmacy industry can promise—much less deliver. The time is now for Pharmacy and Pharma to embrace this paradigm shift and align their purposes in the name of quality healthcare.

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