



Maine Pharmacy Association Capsule

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"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."-

Theodore Roosevelt

Upcoming Events

- Annual Golf Tournament
October 13,
2006 Samoset Resort
- Fall Conference
October 14-15,
2006 Samoset Resort

Message from the President

The Evolution of Pharmacy
Larry Lamie, RPh

The role of Pharmacists is ever changing and we must continuously adapt. When OBRA 90 became the law Pharmacists showed how counseling our patients made a really difference.

Now with Medicare Part D we have another opportunity to move forward helping our patients improve their quality of life. Medicare Part D has Pharmacist positioned to enter into an other level of practice, that of Medication Therapy Management. We will be reimbursed when we help patients with multiple chronic diseases improve their lives by working with their primary care providers on their drug regimen.

This is unique opportunity for us to move our profession forward again. But we lack the time to enter this new phase. We must as Pharmacists realize that Pharmacy is no longer a one person show, we have many people helping us in caring for our patients. We must rely on our Pharmacy Technicians more. If we can make the Pharmacy Technicians job more of a profession, rather than a stop on the way to a career, we would retain better trained and knowledgeable people. This would give us the time to enter into Medication Therapy Management that Medicare Part D has offered. We would also have more time to counsel and answer our patients questions.

As President of MPA, I ask for your help and comments on how we can improve the profession of Pharmacy.

Don't Miss It !!

MPA Fall Conference
October 13th-15th 2006

The Samoset Resort, Rockport, ME

Register now to attend the annual **MPA Fall Conference** at the Samoset. This show has doubled in size in the last two years!

Our Premier Pharmacy Event !

9 hours of CEs planned !

Discounts for MPA members!

FREE Breakfasts & Lunches !

Networking w/your fellow Pharmacists !

Banquet & Entertainment !
Awards, Door Prizes & Raffles !
Rest & Relaxation !

Register online at www.mparx.com or call 396-5340 for more details

Maine Pharmacy Association Announces Schedule of Speakers for Upcoming Convention

Friday, October 13th

10:00 am - MPA Golf Tournament - Open Evening

Saturday, October 14th

8am - 3pm Registration & Welcome: * Bay Point Hallway

8:00 - 10am Continental Breakfast: * Bay Point Ballroom (upstairs)

CE Programs: Will be held in the Bay Point Ballroom (upstairs)

8:30 am Medicare Part D/Wrap Update / John Grotton, R.Ph. / Continuing Education: 1CE / Sponsor: Goold Health Systems

9:30 am Legislative Process/how it affects pharmacy / Rep. Robert Nutting, R.Ph. / Continuing Education: 1CE / Sponsor: Glaxo Smith Kline

Refreshments

10:30 am Pharmacy Technician Round-Table / Various Pharmacists & Techs / Continuing Education: 1CE

11:30 am MPA Business Meeting (everyone is welcome)

Noon: "New Englander" Luncheon / North Haven room (Downstairs)

1 pm "The Placebo Journal" / Dr. Doug Farrago / Continuing Education: 1CE / Sponsor: Maine Pharmacy Association

2 pm Antibiotic Resistance (ABX) / Gary Oderda / Continuing Education: 1CE / Sponsor: Sanofi-Aventis Pharmaceuticals

Break: Refreshments

3:15 pm Board of Pharmacy: The Complaint Process / Paul Chace, R.Ph.,

Board Member / Continuing Education: 1CE / Sponsor: Maine Pharmacy Association

Saturday Evening Festivities!: * North Haven Room (Downtairs) / 6pm Cocktail/Social Hour / 7pm Banquet Dinner

8pm Awards, Prizes & Raffle !! / 9pm Music & Dancing !

Sunday, October 15th

8:30 - 10 am Registration & Welcome * Camden Hall

Continental Breakfast: * Rockland Room

CE Programs: Rockland Room (downstairs)

9 am Patho-physiology of Addiction / Pharmacists Recovery Program / Curt Cyr, R.Ph., Phd, John Murray, R.Ph.

Continuing Education: 1CE / Sponsor: Maine Pharmacy Association

10 am Prescription Monitoring Program (Update) / Chris Baumgartner / Continuing Education: 1CE / Sponsor: Maine Office of Substance Abuse

11 am Promoting Awareness of C.difficile bacteria / Nancy Dyer, PharmD. / Continuing Education: 1CE / Sponsor: Maine General Medical Center

Independent Pharmacies on the Rise

Despite the enormous challenges facing independent pharmacies, they represent a \$98 billion marketplace, according to the 2006 National Community Pharmacists Association-Pfizer Digest. **24,500 single-store independent pharmacies dispense 1.6 billion prescriptions a year, representing 42% of the retail prescription market.** The average independent pharmacy sales are \$3.98 million, up 10% from 2004. The report also reveals that independents utilize technology and are well connected. 68% have a point of sale system. 43% offer an integrated voice response system. 45% have an automated dispensing system. 71% access the Internet from their pharmacy.

Selling One More Thing

Average non-pharmacy drug store transaction size in 2001 was \$19.38. **Selling just one more \$2 item to existing customers can increase that average market basket by more than 10%,** according to the National Association of Chain Drug Stores and American Greetings. Due to declining prescription profitability, blurring shopping channels and increasingly demanding customers, pharmacies are focusing attention on non-pharmacy

purchases. Three guiding principles for pharmacies to adhere to:

- Leverage high-traffic locations.
- Focus on high-impulse items.
- Optimize end-to-end execution through simplicity, clear communications between headquarters and store personnel and supplier involvement.

Consumer Habits Regarding E-mail Campaigns

- 50.2% take advantage of e-mail offers.
- 42.9% open e-mail based on subject lines.
- 30.9% use e-mail for gift ideas.
- 25.0% open e-mail for discounts.
- 22.9% open e-mail based on preview window contents.

Something to think about!

Female Pharmacist Milestone

March 1883, Susan Hayhurst became the nation's first woman pharmacist when she graduated from the Philadelphia College of Pharmacy. Now there are some 230,000 Pharmacist in America with just under half of them women according to the U.S. Census Bureau.

PetScripts is looking for a full time pharmacist

PetScripts Pharmacy is seeking a **full time pharmacist** to work in a non traditional pharmacy setting. PetScripts is an independent veterinary compounding pharmacy. This is an extraordinary opportunity. Compounding experience is a plus but not necessary.

We offer; flexible hours, no evenings, no weekends or holidays, a competitive salary, paid vacation, plus a great work environment. Best of all you don't have to deal with any insurance issues. Candidates must be a registered pharmacist. Send/ email resume to PetScripts 688 Route 1, Yarmouth, ME 04096, stevehauke@aol.com .

CMS' McClellan Announces Pharmacy Quality Alliance

New Pharmacy Payment Models Possible Based On Patient Outcomes

Mark B. McClellan, MD, PhD, administrator of the Centers for Medicare & Medicaid Services (CMS), has announced the formation of the Pharmacy Quality Alliance (PQA), an unprecedented collaborative effort among the

pharmacy community, health plans, government, employers, physicians, and consumer groups aimed at improving health care quality. The announcement came during a press conference on April 19, attended by PQA founding members including the National Community Pharmacists Association (NCPA), the National Association of Chain Drug Stores, America's Health Insurance Plans, and CMS.

McClellan said that pharmacists already had demonstrated the great value they provide in the implementation of the new Medicare Part D prescription drug benefit that went into effect on Jan. 1.

"[Pharmacists] have also shown they can add much more—helping people find lower cost drugs like generics, helping people with multiple illnesses understand how to use their medications, improving compliance," McClellan said. "All of these things can improve quality of care and reduce overall health care costs. This helps us get to a health care system that provides the right care for every person every time."

While the primary goal of PQA will be to develop strategies to define and measure pharmacy performance, McClellan also said CMS expects the efforts of PQA could lead to new pharmacy payment models for optimizing patient health outcomes. He said CMS is very interested in supporting the testing and development of such models.

McClellan said pharmacists have more to offer to improve quality and reduce costs in our overall health care system, but that may require changes in the way pharmacy care is financed and delivered.

NCPA Executive Vice President and CEO Bruce Roberts, RPh, underscored the enormous potential of PQA. "PQA could represent a paradigm shift in pharmacy," he said. "The prospect of bringing together the forces of these diverse groups to improve pharmacy care and patient outcomes is staggering. NCPA is excited to be among the leaders in this effort."

Prompt Payment Bill Encourages Independent Pharmacies

The **Fair and Speedy Treatment (FAST) of Medicare Prescription Drug Claims Act of 2006** (H.R. 5182) was introduced April 26 by Reps. Walter Jones and Marion Berry. The bill **aims at ensuring timely and fair payment of Medicare Part D prescription drug benefit claims to pharmacists** and was developed with the National Community Pharmacists Association (NCPA). It represents the most comprehensive approach to pharmacy prompt payment currently under consideration.

The NCPA hope the bill will be especially helpful to independent pharmacies facing financial difficulties. An NCPA survey revealed that the average pharmacy has more than \$45,000 of outstanding payments. **The bill requires electronic drug claims to be paid within 14 days and electronic claims within 30.**

The **bill eliminates the confusing co-branding** on Medicare identification cards, further helping independent pharmacies. Co-branding had misled many patients to believe that they could only use the pharmacy on the card. It is also the first bill to establish a minimum dispensing fee for generic medications.

Taxpayers and the program would save an average of \$94 for every generic prescription dispensed.

Supplements Complement Prescription Profits

With the pressure of bargain pharmacies, independent pharmacies can increase profits by adding focus to supplement sales. If a pharmacy has 24 selling days a month and 10% of patients each day also purchase supplements, a pharmacist:

- **Dispensing 100 prescriptions/day can generate an additional \$2,640 profit per month!**
 - Dispensing 150 prescriptions/day can generate an additional \$3,960 profit per month!
 - Dispensing 200 prescriptions/day can generate an additional \$5,280 profit per month!
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Internet Advertising Swells to \$12.5 Billion for 2005

Overall U.S. Internet advertising revenues for 2005 totaled \$12.5 billion marking a new annual record according to an April report by the Interactive Advertising Bureau and PricewaterhouseCoopers. This marked a **30% increase over 2004** and the third consecutive year with growth of 30% or more. Internet advertising accounted for almost 5% of the total advertising revenue for the year.

The report stated that search and display advertisements represented the largest type of advertisement formats, at 41% and 21% of all advertisements, respectively. Consumer-related advertisers spent the most – 51% - in Internet advertising. **Retail advertisements** were the most prevalent, **accounting for 47%** of all consumer-related advertisements.

Independents Losing to Chains in E-prescribing

Independent pharmacies are missing a golden opportunity to gain ground on drug chains with e-prescribing. **Only 3% of independents are ready for e-prescribing** whereas more than 60% of chain pharmacies are already live.

Online Retail Sales Grew Almost 24% over 2004

The Census Bureau of the U.S. Department of Commerce reported that **online retail sales were \$26.5 billion, up 23.4% from 2004**. Online sales accounted for 2.3% of all retail sales. 2005 marked the 5th consecutive year that online retail sales grew by at least 22%. This number excludes eBay and other auction sales. According to Internet Retailer, online sales could shoot up to \$107 billion and 4.3% of all retail sales when adjusting the Commerce Department's total by including a portion of eBay's sales that could represent retail sales.

CMS Allows States to Cover Home Infusion

According to a recent memo sent to state Medicaid Directors, the Centers for Medicaid & Medicare Services is allowing states to bundle Medicaid payments for home infusion therapy into a single payment covering the drug, the supplies and the services for home infusion treatment. By bundling the payments, states will be eligible for federal matching funds. CMS reversed their course over concerns that Medicare beneficiaries who previously relied upon part D plans to foot the bill, were not receiving home infusion treatment which resulted in more or longer hospital stays. This may provide enough incentive for state Medicaid programs to begin paying for the bundled treatment as they would be responsible for the hospital stay for a dual eligible beneficiary.

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