AMGF Campaign

Community Pharmacy Role in Hypertension Management

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VP of Pharmacy

Lord Sarino, PharmD
Pharmacy Clinical Coordinator

Ralphs Grocery Company
Objectives

• Explain the roles of the Community Pharmacy in supporting improved patient outcomes
• Define medication therapy management (MTM) and explain when its use is most effective in the care continuum
• Present examples of how Pharmacists can aid in adherence to medications in a community setting
• Describe how Community Pharmacies participate in reporting performance metrics
• Identify an innovation that can be implemented in the Community Pharmacy to assist in supporting improved patient outcomes and reducing costs
What can Community Rx do?

2001-2002
- Immunization Program
- Full Lipid Panel Screenings
- Emergency Contraception

2003-2004
- Diabetes Screenings
- Memory Screenings

2005-2006
- Osteoporosis Screenings
- Medication Therapy Management
- Smoking Cessation

2008
- Heart Healthy Screenings (Lipid Panel, BP, BMI)

2010
- Diabetes Coaching Program
- COPD Screenings

2012-2013
- Transitions of Care Programs
- Compounding

2014 & the future...
- Anticoagulation
- Travel Consultations
- Pharmacogenetics
- Fitness, Nutrition, Weight Loss Management
- Pharmacy P4P
What can Community Rx do?

• Community Pharmacies are untapped resources to aid in reducing readmissions, decreasing drug costs, promoting adherence, providing pharmacy specific data, disease management, etc

• Pharmacists are amply educated to serve on the care team in managing disease states

• Community Pharmacists are available and convenient for patients to access
Monthly Blood Pressure Screenings

Love Your Heart Events
Love Your Heart

• Kroger initiative to raise awareness of HTN within our grocery and pharmacy population

• Free blood pressure screenings provided by pharmacists
  ➢ Other services offered as well
    ✔ BMI, body fat content, nutritional counseling, IMZ

• All stores participate monthly since 2011
### Love Your Heart

#### Cumulative Demographics (2012 - 2014)

**N = 7749**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Number of Patients</th>
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<tr>
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<td>Female</td>
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<tr>
<td>DM</td>
<td>Cardiovascular Disease</td>
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<td>Family History of Premature CVD (men &lt; 55yo or female &lt; 65 yo)</td>
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<td>Renal Disease</td>
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<td>Liver Disease</td>
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Love Your Heart

Cumulative Blood Pressure
(2012 - 2014)
N = 5208

<table>
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<tr>
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<tr>
<td>Normal: &lt;120/80</td>
<td>1555</td>
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<tr>
<td>Pre-HTN: 139/80-89</td>
<td>1975</td>
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<tr>
<td>Stage 1: 140-159/90-99</td>
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<tr>
<td>Stage 2: &gt;160/100</td>
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<td>Referred to MD</td>
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</table>
Love Your Heart

Know your Numbers

Nearly 75 million adults in the U.S. have high blood pressure — and approximately 20% of them don’t know they have it. If you’re one of the people who has it and doesn’t know it, you may be at risk for developing serious health complications.

What is High Blood Pressure?

Blood pressure (BP) is created by the force of your blood pushing against the artery walls as it circulates. High blood pressure means the pressure in your arteries is elevated.

You have high blood pressure when your numbers are consistently 140/90 mm Hg (millimeters of mercury) or greater.

What do the Numbers Mean?

140 mm Hg
The pressure when your heart beats (systolic)

90 mm Hg
The pressure when your heart rests (diastolic)

Could You be at Risk for High Blood Pressure?

You are at higher risk for high blood pressure if you are:

- Overweight
- Inactive
- Eating a high-salt diet
- Drinking more than 1-2 alcoholic drinks a day
- Over age 35
- African American
- Related (by blood) to someone who has high blood pressure

Why can it be Dangerous?

If left untreated, high blood pressure may lead to:

- Stroke
- Heart Attack
- Heart Failure
- Kidney Failure

References:

Your High Blood Pressure Management Pocket Guide
Love Your Heart

Physician Blood Pressure Screening Notification

Date: ______/____/____
Prescriber: ____________________________
Phone #: ____________________________
Fax #: ________________________________

Dear Physician,

This letter is to inform you that a blood pressure screening has been performed on your patient (listed above) at one of our Ralphs Pharmacies. The patient had the following blood pressure reading(s):

<table>
<thead>
<tr>
<th>DATE/TIME</th>
<th>Systolic BP (mmHg)</th>
<th>Diastolic BP (mmHg)</th>
<th>ARM (circle one)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>RIGHT/LEFT</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>RIGHT/LEFT</td>
</tr>
</tbody>
</table>

Per JNC 7 guidelines your patient’s blood pressure is classified as the following (Check one):

- Normal: Systolic BP <120, Diastolic BP <80
- Prehypertension: 120-139, <80-89
- Stage 1 hypertension: 140-159, 90-99
- Stage 2 hypertension: ≥160, ≥100

This letter is being sent at the patient’s request to help keep you informed and to take further action if necessary. Please feel free to call and speak with the pharmacist if you have any questions.

Sincerely,

____________________________, PharmD

Pharmacy Information:
Measure Up, Pressure Down
National Day of Action
Dear Lord,

Our first Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves! is one month away on Thursday, May 15.

How will you join this nationwide effort for blood pressure?
Submit your plans today via email or web form!

Many medical groups, health systems, and other campaign supporters have already shared their "action" plans for May 15, including:

- **Premier Medical Associates** (PA) posted a web article about its campaign commitment and is also planning a heart-healthy employee potluck lunch, state declaration, and media release.
- **University of Utah Health Care** (UT) will set up a booth in its hospital lobby, featuring an interactive display, educational materials, and free blood pressure screenings. Similar efforts are planned at 10 health centers.
- **Campaign sponsor Ralphs Pharmacy** (CA) will offer free blood pressure screenings and counseling at all southern California pharmacy locations on May 15.
- **American Heart Association—Greater Washington Region** is rolling up their sleeves via social media and an electronic newsletter.

Free resources are available here for your use— including a Toolkit with action item ideas, planning checklist, patient materials, sample social media posts, web banners, and web badges.

Looking for an "Action" Idea?

Distribute our new patient booklet, Circulation Nation: Your Roadmap to Managing High Blood Pressure, on May 15.

Participating medical groups can request up to 10 free copies. Email CirculationNation@amca.org by April 30 with group name and shipping address.

-The Measure Up/Pressure Down™ Team
National Day of Action

- May 15, 2014 *Roll Up Your Sleeves!*
- Campaign Sponsor
- Provided BP screenings and education
  - Disbursed AMGA Toolkit materials
  - Nutritional counseling
  - Referrals to primary care physician
- 503 patients screened
### National Day of Action

#### Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>&lt;45 yo</th>
<th>45-54 yo</th>
<th>55-64 yo</th>
<th>&gt;65 yo</th>
<th>Male</th>
<th>Female</th>
<th>DM</th>
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<th>Hyperlipidemia</th>
<th>Renal Disease</th>
<th>Liver Disease</th>
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<tbody>
<tr>
<td>Series 1</td>
<td>146</td>
<td>105</td>
<td>115</td>
<td>143</td>
<td>221</td>
<td>261</td>
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<td>38</td>
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<td>84</td>
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Blood Pressure Readings
N = 503

N=171 (Normal: <120/80)
N=193 (Pre-HTN: 120-139/80-89)
N=121 (Stage 1: 140-159/90-99)
N=18 (Stage 2: >160/100)

32 patients referred to make an appointment with their PCP
National Day of Action

Body Mass Index Readings
N= 153

N=66 (Normal: BMI <25)

N=58 (Overweight: BMI 25-29.9)

N=29 (Obese: BMI >30)

Average body fat = 27.49%
Medication Therapy Management
Innovations in Community Pharmacy
Goals of MTM Service

• Optimize therapeutic effectiveness
• Improve disease/symptom control or resolution
• Use treatment guidelines to optimize medication choices
• Select cost effective therapy
• Improve patient safety and adherence
• Reduce hospitalizations and healthcare expenditure
• Facilitate better communication between patient and physician(s)
Why is MTM Needed?

• ...in any given month, about 50% of people will use at least one prescription drug
  (Health, United States, 2010)

• ...in any given week,
  - 80% of U.S. adults will use prescription, over-the-counter (OTC) drugs, and/or dietary supplements
  - 30% will take five or more medications
  (Preventing Medication Errors. Institute of Medicine, July 2006)

• ...annual cost of patients not taking their medications as prescribed is almost $300 billion
  (New England Health Care Institute, Aug. 2009)
Estimated Cost Avoidance

2010 - 2014
N = 3,648

Level 1 - Improved Quality of Care
Level 2 - Drug Product Costs
Level 3 - Additional Physician Visit
Level 4 - Additional Prescription Order
Level 5 - Emergency Room Visit
Level 6 - Hospital Admission
Level 7 - Life Threatening
Estimated Cost Avoidance

2010 - 2014
$5,528,730.49

Level 2 - Drug Product Costs
$139,709.17

Level 3 - Additional Physician Visit
$132,036.14

Level 4 - Additional Prescription Order
$245,257.42

Level 5 - Emergency Room Visit
$35,958.60

Level 6 - Hospital Admission
$4,897,152.96

Level 7 - Life Threatening
$78,616.20
# 2013 TOP MTM CENTERS

## Top MTM Centers by State:

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<thead>
<tr>
<th>Pharmacy Chain</th>
<th>State</th>
<th>City</th>
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<tbody>
<tr>
<td>RITE AID PHARMACY</td>
<td>Florence</td>
<td>AL</td>
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<tr>
<td>FRED'S PHARMACY</td>
<td>Jacksonville</td>
<td>FL</td>
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<td>Phoenix</td>
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<td>CO</td>
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<td>HAPPY HARRY'S</td>
<td>Harrington</td>
<td>DE</td>
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<td>IA</td>
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<td>BUHL DRUG</td>
<td>Burhl</td>
<td>ID</td>
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<td>SUPERVAUL - 3030 OSCO DRUG</td>
<td>Chicago</td>
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<table>
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<th>Pharmacy Chain</th>
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<th>City</th>
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<td>PALMETTO PRIMARY CARE PHYSICIANS</td>
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*Some states did not have a pharmacy that met the Top MTM Center Criteria.*
Medication Adherence
Community Pharmacy Perspective
Ralphs Pharmacy Solutions

• Auto Refill – patients opt in for chronic medications
  ➢ Alerts through phone calls, texts, emails
  ➢ Adaptive – cycle starts once patient picks up medications

• Refill Synchronization
  ➢ Pharmacist syncs all medications to fill at chosen date
  ➢ Collaboration between Ralphs Pharmacy and health plans
  ➢ Tedious process done through pen and paper, calendars, Excel sheets
  ➢ Resistance from insurance companies have waned due to the established benefits

• Appointment Based Model (ABM)
  ➢ More technologically advanced method implemented in 2014
CPhA's refill synchronization bill passed the Legislature yesterday with a unanimous 76-0 vote and now heads to the Governor! AB 2418 (Bonilla) will streamline the process for pharmacists to synchronize the refill dates for patients with multiple chronic prescriptions. The bill requires health plans to approve short fills performed for the purpose of synchronization and requires health plans to prorate the patient's copayment. Refill synchronization programs combined with coordinated reminders to patients, known as the Appointment Based Model (ABM) has been shown to increase patients' adherence to their chronic medications by four to six times that of control groups. ABM was pioneered by CPhA member John Sykora and has gained national attention. Learn more about ABM here.
Appointment Based Model

**Traditional Model**
- Patients randomly call with refill requests creating unnecessary work for staff
- “Tail wagging the dog” scenario is inefficient and hinders Pharmacist’s ability to provide services that improve adherence and health

**ABM**
- One monthly pre-appointment call from Pharmacy to patient, prior to appointment date
- Customers no longer have to manage their refills and call them into the Pharmacy
Pharmacy staff determines patient’s appointment date

All refills of chronic medications are synchronized to the appointment date

Patient receives call from pharmacy 5-7 days prior to appointment date to:
- Verify meds to be filled
- Capture any med changes from doctor/hospital visits

Prescriptions prepared prior to appointment
All fill issues and refill authorizations are resolved prior to the appointment

Patient visits pharmacy once for all medications
The opportunity for additional services at the time of appointment is greatly enhanced
ABM 12 Month Results: Percent of Patients Considered Adherent

Drug Classes in Medicare 5 Star Ratings

ACEIs/ARBs: 0.41 Control, 0.80 ABM Patients
Beta Blockers: 0.38 Control, 0.72 ABM Patients
DCCBs: 0.40 Control, 0.69 ABM Patients
Thiazide diuretics: 0.37 Control, 0.66 ABM Patients
Metformin: 0.40 Control, 0.77 ABM Patients
Statins: 0.37 Control, 0.76 ABM Patients

Appointment Based Model (ABM) 12 month data analysis Report, David Holford, PhD, et al, Virginia Commonwealth University School of Pharmacy, January 2013
Pay For Performance

PQA and EQUiPP
• EQuIPP is a performance information management platform that makes unbiased, benchmarked performance data available to both health plans and Community Pharmacy organizations.

• Standardizes measurement of quality for med use

• Allows for Community Pharmacies to form strategic relationships with drug plans to improve medication use

  ➢ IEHP is the largest P4P established in the country thus far
<table>
<thead>
<tr>
<th>Measure</th>
<th># of Patients</th>
<th>Performance Score</th>
<th>Versus Goal</th>
<th>Versus Others</th>
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</thead>
<tbody>
<tr>
<td>ACE/ARB in Diabetes</td>
<td>102</td>
<td>88.2%</td>
<td>83%</td>
<td>82.3%</td>
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<tr>
<td>ACE/ARB PDC</td>
<td>104</td>
<td>96.1%</td>
<td>76%</td>
<td>83.4%</td>
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<tr>
<td>Cholesterol PDC</td>
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<td>92.1%</td>
<td>72%</td>
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<tr>
<td>Diabetes PDC</td>
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<td>100%</td>
<td>76%</td>
<td>86.2%</td>
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<tr>
<td>Drug-Drug Interactions</td>
<td>17</td>
<td>47%</td>
<td>5.5%</td>
<td>41.5%</td>
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<tr>
<td>High Risk Medications</td>
<td>102</td>
<td>3.9%</td>
<td>19%</td>
<td>9.8%</td>
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## Pharmacy Versus Goal

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<th># of Patients</th>
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<th>Goal</th>
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<tbody>
<tr>
<td>47</td>
<td>72.3%</td>
<td>83%</td>
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</table>

## Pharmacy Versus Others

- **Organization Average**: 79.8%
- **State Average**: 78.3%

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### Run Chart

- **Performance Score**
- **Goal**
- **Organization Average**
- **State Average**

---

### Plan Patients (47)

<table>
<thead>
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<th>Patients</th>
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<td></td>
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</tr>
<tr>
<td>Health Plan</td>
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### Insurance Mix Report

<table>
<thead>
<tr>
<th>Health Plan</th>
<th>Pharmacy</th>
<th>Versus Goal</th>
<th>Gap</th>
<th>Versus Others</th>
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</tr>
<tr>
<td>Commercial</td>
<td>57.1%</td>
<td>84%</td>
<td>26.9%</td>
<td>75.3%</td>
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<tr>
<td>Medicare</td>
<td>74.9%</td>
<td>84%</td>
<td>9.1%</td>
<td>79.9%</td>
</tr>
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</table>
Technological Approaches
There's an APP For That
Care4Today

- Helps with adherence
  - Connects patients to family members
  - Reporting capabilities to share with healthcare providers

- Incentives
  - Reminders to take pills (both patient and caregivers/family members)
  - Donations to charities for staying adherent
The image displays the user interface of a mobile health management application named care4today™. The interface includes features such as medication management, refill alerts, and family alerts. The app allows users to keep track of their to-do list, manage their medications, and set reminders for refills. The interface is designed to help users stay organized and informed about their health management needs.
Future applications

- Provides RPh adherence level visibility on a day to day basis
- Allows for monitoring beyond refill dates
- Faster intervention for those at risk
- Benchmark patients’ adherence levels to other pharmacies or industry standards
- Link patient to Ralphs Pharmacy app for seamless refill ordering
Ralphs App

• Three separate wellness tours
  ➢ Heart Health
  ➢ Diabetes Care
  ➢ Health and Wellness

• Incentives
  ➢ $5 load in Ralphs Loyal card

Choose Your Tour:

- Health & Wellness
- Diabetes Health
- Heart Health

Take all three tours and earn $15 dollars!
Tours must be taken in-store at participating Ralphs.*

*Limit of (1) one tour per day per Ralphs rewards card.
Complete offer details.
Check the labels to see which of the following contains the most Omega-3 fatty acids:

- Fish Oil
- Flax Seed
- Multivitamin

When choosing between fish oil, flax seed or multivitamins, fish oil contains the most Omega-3 fatty acids.

The recommended maximum safe daily dosage of Omega-3 fatty acid from diet or supplements is 3 grams/day. Before taking over-the-counter vitamins or supplements, check with your Ralphs Pharmacist or your physician.
StayHealthy Kiosks

• Measurements of
  - BP
  - Heart Rate
  - BMI
  - Weight
  - Color Blindness
  - Glucometer sync

• Innovative Ralphs Pharmacist program to use the data for expanding disease management
Mansour uses health kiosks to bolster patient–pharmacist relationships

On a Tuesday afternoon at Ralphs supermarket pharmacy in Culver City, CA, Janine Mansour, PharmD, talks to patients as they come in to pick up their prescriptions. An older man, whom Mansour has seen shopping in the store many times before, steps up to the counter and hands her a curiously shaped piece of paper.

“What do you think of this?” Is this too high or too low?” Mansour says the man asked her.

It’s not a prescription; he hands her a printout from the Stay Healthy HealthCenter kiosk that sits just a few feet from the pharmacy counter. The slip of paper that looks like a cash register receipt shows his blood pressure, heart rate, weight, body fat, and several other bits of crucial health information. Mansour reads it over and asks the man a few questions about his diet and lifestyle.

HealthCenter kiosks are transforming patient–provider relationships for Mansour and other pharmacists at the 3,400 stores that use these innovative machines nationwide. In August, Stay Healthy joined forces with high-end, high-touch health kiosk company, which expanded the number of stores offering interactive kiosks nationwide to more than 3,000. Kiosks are also located in the community.

The quick and easy access to health data helps Mansour make a greater impact in all the clinical services she offers at Ralphs. And Mansour’s and her colleagues’ ability to interpret this data for patients is raising their profile and credibility in California, a state that recently recognized pharmacists as health care providers.

Your health status at your fingertips

HealthCenter kiosks are a far cry from the in-store blood pressure machines found in many community pharmacies.

“Compared to the HealthCenter machine that we have now, those other machines are kind of archaic,” Mansour said. “Patients would have to write down their own results. And a lot of patients would just ask me to take their blood pressure instead because they didn’t think the machine was accurate.”

For Mansour, the kiosks measure users’ blood pressure, heart rate, body mass index (BMI), total body composition, and weight tests for eye blindness and provides the results in

Senate Bill 493
The Game Changer
Senate Bill 493

- Signed by CA governor on October 1, 2013
- Implementation date of Jan 1, 2014
- Bill expands the types of settings that pharmacists can practice services in (ie, Community Pharmacy!)
- Aimed at positioning pharmacists as health care providers and including them as members of the care team:
  - Pharmacists are the foremost experts in medications, and more than 80 percent of health conditions are treated with prescription medications.
  - Some diseases are not cured by simply giving patients medications. Many chronic diseases like hypertension and diabetes require ongoing maintenance to ensure the maximum efficacy of the medications. Additionally, Pharmacists must ensure that other medications do not interact or cause unintended negative effects.
Senate Bill 493

• Declares all Pharmacists as healthcare providers
  ➢ Furnish self-administered hormonal contraceptives
  ➢ Furnish travel meds recommended by CDC
  ➢ Furnish Rx NRT
  ➢ Independently initiate and administer vaccines
  ➢ Order and interpret labs

• Advanced Practice Pharmacist (APP)
  ➢ Perform patient assessments
  ➢ Provide referrals
  ➢ Initiate, adjust, and discontinue drug therapy pursuant to a protocol
  ➢ Evaluate and manage disease states and conditions
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