

HealthWiseSM

PHARMACY

Consulting Services

The Positive Impact of One Visit

Featured Pharmacy: Mooney's Pharmacy

Mooney's Pharmacy, located in Johnson City, TN has been serving the communities of Northeastern Tennessee since 1986. Owned and operated by Tom Mooney, RPh, their mission has always been to provide the highest level of care to their patients and community. While business has been steady, and their web and social media presence continue to grow, the overall business had plateaued. Pharmacy Business Consultant, Steve Williams, discussed the lull in growth with owner Tom, and his pharmacist in charge, Josh Harrison, PharmD, and realized that the pharmacy could benefit from the HealthWise Pharmacy Consulting Service. A team from Smith was assembled and an on-site meeting was scheduled. Brian Purscell, RPh, Senior VP of Pharmacy Solutions, Steve Bower, RPh, Senior Director of Pharmacy Operations, Michael Hurst, Regional Sales Manager, and Steve Williams, PBC, met with Tom and Josh intent on providing insight into why the business may not be as profitable as it once was.



Tom Mooney, RPh & Josh Harrison, PharmD

Updated Pricing

The Smith Team began by inspecting the pharmacy's Usual and Customary Pricing Tables. A strategy was devised to clean up the tables and to initiate a new pricing structure. In just a few weeks, Josh has already noticed a significant difference in his margins. For instance, a reimbursement that may have been \$11 using the table guide now reflects a \$13 reimbursement. They will be able to see more results in January which they anticipate to be significant over time.

Veridikal

The next phase was to take a deeper dive into the negative margin report. The Smith team suggested that the pharmacy begin using Veridikal for their pre and post edits. The system showed them 9 DAW codes and the appropriate times to use them. Veridikal's process of scrubbing claims to ensure maximum profit increased reimbursements by \$375 in 2.5 days of business and decreased the risk of audits. Leaving Change Healthcare (forming known as Emdeon) for Veridikal is a decision that has already rewarded Tom. Veridikal's hands on approach to assist with implementing Mooney's program was, according to Tom, "phenomenal". Veridikal has the personal touch and follow-up that made the process easy and enjoyable for Tom and his team.

Decreased payroll

Another area of business that had not been examined in a long time, was payroll. After reviewing and making changes, Tom felt that it is "something everyone should evaluate". The finances saved from the changes made in payroll were redistributed to other areas of the pharmacy. Mooney's is looking to improve his existing automation and is considering RxMedic. He feels robotics and pill counters are items that will make a big difference. Automated systems allow employees to focus their time and energy in other areas, such as personal consultations with the customers. This was important for Tom and his team, as he believes "you can't devalue the human component".



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Medication Management Program

Once the groundwork of the business was remodeled, the next step was to discuss programs and services the pharmacy could participate in that would accelerate growth. Mooney's has been using Med-On-Time for 2 years; Smith is working on lowering the cost of goods and ways to develop new lines of using the program. Establishing a presence in the Long Term Care segment would help retain customers once they enter assisted living and would ensure a successful program.

Discovering your "Niche" Market

Mooney's had already implemented specialty programs that now just needed to be capitalized on. Compounding, Vet Compounding, MTM emphasis, HME, and their involvement with the community were all key features that set them apart from the competition. According to Josh, "Start with vet compounding, suspension, capsules, etc. These are a good ROI and most states allow pharmacies to operate as is without heavy investments". Last month alone, the compounding sales climbed by 20% in one month – producing a significant profit.

Compounding has proven to be a very successful market for Mooney's. Tom and his employees team up with local doctor's offices and LTC facilities to pass out brochures and hold seminars educating the community about the pharmacy's services.

Other proven sales tactics include companion selling. Tom has trained his employees to suggest add-on items to each sale. Additionally, the pharmacists on staff make a point to go out onto the floor to assist customers; according to Josh, the customers typically buy 95% of what the pharmacist suggests. Further proving the value of the trust that exists between a pharmacist and patient. Mooney's HME/DME segment has found a highly profitable area with their sales of home safety, wound care, mastectomy, support hose, and diabetic supplies

Success

With their core business model back on track, a 4.52 star rating, and their programs and services taking off, Mooney's business has left the plateau and is climbing rapidly. HealthWise Pharmacy Consulting was the solution Mooney's needed, and, thanks to their PBC, Steve Williams, they received the help they needed. "Steve is one of the best reps I've ever had. He has brought attention to solutions that we didn't know about," Tom exclaimed, "He has excellent follow-up". They are Smith customers "because of the willingness to share and take an interest in our business".

Moving Forward

Like this story? Keep checking back for updates as we follow and share other successes at Mooney's Pharmacy.

If your pharmacy has a success story of their own, we'd love to hear about it! Call or email us...your story could be in the next DrugSmith.

Everyone loves a good before and after story! If you're interested in learning more about how HealthWise Pharmacy Consulting Services can benefit your business, please contact Brian Purscell at bpurscell@smithdrug.com or 800.572.1216 ext 1258.

