




Branching Out in LTC: The Things You Need to Know

NCPA 2018 Annual Convention
Jeff Ehman, President of Vanzari Solutions

#NCPA2018
www.ncpanet.org/convention



Disclosures

Jeff Ehman is President of Vanzari Solutions. The conflict of interest has been resolved by peer review of the slide content.

Michael Burns and Neil Leikach declare no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

#NCPA2018
www.ncpanet.org/convention



Objectives

1. Compare and contrast different LTC care settings, how to best serve these populations and market your services to them.
2. Review workflow changes, technology needs, and legal considerations for expanding into an LTC space.
3. Evaluate the return on investment potential of enlarging your footprint in the LTC market.

#NCPA2018
www.ncpanet.org/convention



Have a Plan Before You Jump Into LTC

Service Radius:

How far would you deliver on a daily basis for a 100 bed Assisted Living Facility?

Packaging Systems:

Which two packaging systems will you offer to prospective customers?

New Order Cut-Off Time:

Establish a cut-off time for new orders to be received into your pharmacy for same day delivery.

Delivery:

Mail or courier? Have a STAT policy!

MARs vs eMAR :

Does your operating platform have a MAR module? Can you interface with different eMAR systems?

Reimbursement:

Have you signed up with a LTC GPO to maximize dispense fees and drug rebates?

#NCPA2018
www.ncpanet.org/convention



Have a Plan Before You Jump Into LTC

Classes of Trade:

Which classes of trade do you want to pursue? SNF, ALF, ILF, Group Home, Home Health, Hospice, Correctional, Behavioral Centers

Market Potential:

Have you had a market analysis performed to determine the amount of decisions within your service area that are made locally versus nationally?

Networking:

Do you have pharmacy friends in other markets that you can work with to pursue facilities in multiple areas?

Hiring a Sales Representative:

Can you achieve a ROI for your pharmacy if you hire a rep? How many new patients per year do you need to obtain?

Service Differentiator:

Why would a facility select your pharmacy over a competitor? What can you offer that is not consider an inducement?

#NCPA2018
www.ncpanet.org/convention



Marketing Basics

- Website
- Postcards
- Social Media
- PowerPoint Presentation
- Cold Calls & Targeted Drops
- Whiteboard Videos
- Tradeshows
- Networking Meetings through State Associations

#NCPA2018
www.ncpanet.org/convention



Questions?

#NCPA2018
www.ncpanet.org/convention



Owner Panel

Michael Burns, RPh, President/CEO,
AuBurn Pharmacies, Garnett, Kan.

Neil Leikach, RPh, President and Co-Owner,
Catonsville, Finksburg and Paradise Professional
Pharmacies, Reisterstown, Md.

#NCPA2018
www.ncpanet.org/convention



www.ncpanet.org

The Voice of the Community Pharmacist®

Follow us on social media

