The Economic Viability of a Pharmacist Directed Travel Health Clinic in an Independent Community Pharmacy

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Objectives
1. Determine profitability and sustainability of a Travel Health Clinic in an independent community pharmacy
2. Identify cost-effective marketing strategies
3. Measure patient satisfaction with provided services
4. Measure patient acceptance (and purchase) of pharmacist recommended prophylaxis and treatment options

Methods

Design
• Setting: Independent community pharmacy in Eastern Iowa
• Participants: Persons traveling outside of the United States
• Data Collection:
  • Number of clinic visits
  • Overall service revenue
  • Number and type of vaccines administered
  • Patient satisfaction and efficacy of marketing strategies
• Design: Retrospective descriptive analysis utilizing pharmacy records and patient satisfaction surveys
• Analysis: The total revenue, total costs, and net profit of the Travel Health Clinic will be calculated. Participant surveys will indicate satisfaction and efficacy of marketing.

Study endpoints
• Overall Cost and Revenue at end of study collection, extended from February 2011 to October 2011 for purpose of grant.
• Quantification of vaccines administered

Results
• Total Cost: 10/01/10 thru 10/01/11 $10,668.69
• Total Revenue: 10/01/10 thru 10/01/11 $14436.11
• Net Profit for the time period is $3767.42
• Excel Breakdown attached

Conclusion
Travel Health Clinic within an independent community pharmacy is profitable and sustainable. Profit is achieved, regardless of whether a resident pharmacist or staff pharmacist performs the activity. A resident’s time does gain greater profitability with the education portion. As Marketing gets out the quantity of appointments is growing.

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