



**COMMUNITY PHARMACY FOUNDATION
COMPLETED GRANT SYNOPSIS**

Consumer Education as a Cognitive Service Business Model for Pharmacists

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Objectives	
<ol style="list-style-type: none"> 1) Increase consumer awareness of their own medication related needs 2) Determine what proportion of those consumers will purchase additional pharmacist services 3) Evaluate various outcomes associated with the provision of consumer education and pharmacist services 4) Determine the financial and operational viability of implementing the new cognitive service business model by community pharmacists 	
Methods	
Design	<ul style="list-style-type: none"> • The model consisted of two parts <ul style="list-style-type: none"> ◦ Free Seminar – included informational presentation to patients and a self assessment questionnaire to help determine if they could be suffering any drug therapy problems ◦ Individualized Consultation – included a medication history review and creation of patient care plans • The initial intent was to implement at a chain and independent pharmacy. Due to logistics, the program was implemented through a consultant pharmacist delivering MTMS through a contract with the Area Agency on Aging. • The Area Agency on Aging agreed to make the program available to their clients and pay for the contract pharmacist to offer the Seminar and provide consultations. The Area Agency on Aging agreed to sponsor the program based on the empirical evidence of its value and did not require significant use of the marketing and advertising materials we created.
Results	
<ul style="list-style-type: none"> • The Free Seminar to 175 patients, of whom 69 (39.4%) agreed to participate in a sponsored Individualized Consultation. The Self Assessment Questionnaire was found to be predictive to identify those patients who chose to receive a consultation (p=0.0038) and to predict the number of drug therapy problems eventually detected (p<0.01). • Forty-nine patients (71%) received a follow up consultation and 25 (36.2%) received a second follow up consultation. A total of 208 drug therapy problems were discovered, of which 41.8% were eventually resolved. The most common drug therapy problems found were Needs Additional Drug Therapy (45.7%) and Non-compliance with Therapy (18.3%). • As a business model, the program was moderately successful. Costs to offer the Free Seminars and Individualized Consultations were \$14,025, while program revenue was \$15,875. Thus, the gross margin of the program was 11.7% (\$1850). 	
Conclusion	
<p>The clinical aspects of the program appear promising and the patient care tools appear to be valuable. The program did turn a modest profit. Since we were unable to use community pharmacies as our study sites, as we originally intended, it is difficult to determine if the model can be generalized to those practice settings. Nevertheless, both our clinical and financial outcomes show that the model is an effective one in the appropriate practice setting.</p>	

For further information and/or materials on this grant, please visit
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