



COMMUNITY PHARMACY FOR
THE FUTURE

Featured Pharmacy - Blende Drug

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RxPlus Mission

RxPlus Pharmacies, Inc. is an organization of health care providers which creates value by promoting the economic, professional, educational, and political advancement of community pharmacy. We do this for the health and well being of our communities.

If you find any errors or omissions, or if you have any comments regarding the Website, you can fill out the email form following the "Contact Us" button of the homepage!



A Tradition of Community Care!

That is what best describes John and Charlotte Cernac who own Blende Drug. They purchased the store in June of 1972 with then partners Nick Giordono Sr. and Ron Yoxey Sr. That partnership went on for the next twenty years until John and Charlotte bought out the partners in 1992. John says "we had a big celebration that day". Since 1972 John and Charlotte have been providing care to their community from one generation to the next. They are very proud of the fact that the people in the community have stayed so loyal that even when they move away from the area they still come back to Blende Drug for their health needs.

Many things have changed since they took over the store but they continue to stay ahead of change. They have a full line store that features the latest in natural health needs, over the counter medications, diabetic shoes, jewelry, and a large assortment of ambulatory needs. John was one of the first RxPlus members to get certified to give vaccinations and this year they did over 700 flu shots along with Zostavax, Tdap, and Pneumonia.

I asked John what his most memorable moment of owning the store was and he said "having the gun pointed at his head" during a robbery. When I asked the question I was thinking more in the lines of the day they bought out the partners but obviously that did not match the robbery. He also remembered the time robbers stole part of his cash register. They must have been geniuses because they took the top half which had no money in it!



John and Charlotte Cernac

John is always the first to call the office and let us know something new is happening. He never ceases to surprise me. He will be gone fishing in Alaska and get back on Monday and call about something that happened while he was gone. I don't think he sleeps.

John's generosity with his time and money are unparalleled. He served two 4 year terms on the RxPlus Board of Directors from 1990-1998. He is a University of Colorado graduate and to say he is a Buffs fan would be an understatement. He not only sponsors a football player each year but is consistently one of the largest contributors to our scholarship foundation.

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President's Message

Greetings RxPlus Members,

It is hard to believe a new year is already upon us! Each year many of us make goals which we have every intent of achieving. Unfortunately a lot of these seem to fall by the wayside by the end of the first month, and we find ourselves the next December wondering where all the time went! At our November board meeting we discussed many topics ranging from 340B, API, IPC, MTM, ACO's, and many other "abbreviations" pressing their way into the world of community pharmacy. As we begin to set topics for the Strategic Planning Meeting in February, it becomes apparent that we need as much help as we can get to accomplish goals for the following year. There is not a single item on the agenda that we want to see uncompleted at the end of the year.

The Board of Directors would like to again extend an invitation to RxPlus members to attend our quarterly board meetings. Your board is always looking for new thoughts, and ways to support the stores and enhance profitability. If anyone is interested in attending the next board meeting which will be in February, please call the office. We are also looking for members willing to serve on various committees throughout the year. I guarantee you will find value in helping RxPlus to meet its goals that are to be set at our February meeting.

Your President,
Kirk Bemis

Executive Director's Message

Happy New Year! I want to thank all of you for your support throughout the years. It is only through this support that RxPlus continues to be the Premiere Member Owned Group in the country. We continue to be your source of information to help you swim through this pool of regulatory maze. As the profession of pharmacy moves forward we will be challenged to step up and prove our value in the healthcare system. There is a saying that goes, "All great changes are preceded by chaos." - Deepak Chopra. We are definitely in the chaos era but now is the time to make change our advocate. Unlike our chain competitors we have the ability (if we want to) to change quickly and with some of the new tools available we can come out on top. Kathy is working on our annual meeting CE and most of it will be focused on the star ratings that CMS is implementing. These ratings could affect your ability to improve your reimbursement and help you not get locked out of preferred networks. The health plans star ratings are based on the following (from Smart Retailing):

- Helping members stay healthy
- Managing chronic conditions
- Member's experience with their health plan
- Member's complaints or problems getting services and improvement in performance
- Health Plans customer service

How does community pharmacy impact star ratings?

Improving medication adherence for diabetic medications, statin therapies, and hypertension drugs

Providing point-of-service interventions to address gaps in care. This includes interventions related to diabetes treatment and high-risk medications.

Importantly, prescription drug measures are triple weighted because they are considered "intermediate outcome" measures. These measures accounted for 11% of the overall star rating for MA in 2012, which doubled to 22% when the value of adherence measures is combined with other clinical quality measures that typically improve with greater adherence to appropriate medications. Community pharmacies can play a role in improving adherence in these areas and improving a Medicare Advantage Plan's star ratings.

Community pharmacy must change their current operation or risk being left out in the future. There are tools that owners can use to start changing their current operation such as medication synchronization, Med Outcomes, as well as others. We will be covering these in detail during our annual meeting in August.

Grant Kinn
Executive Director

GOVERNMENTAL AFFAIRS REPORT

Governmental Affairs Newsletter Update
By Brad Young

January 2014

The IPC State Affairs team is working on legislative issues in multiple states this year. RxPlus is working with IPC in Colorado, California, Iowa, and Texas. This helps us bring a national perspective to our efforts in Colorado. The Colorado Legislature convened on Wednesday, January 8, 2014. This year we plan to introduce three bills: 1. PBM MAC pricing; 2. Specialty Pharmacy and Patient Choice; 3. Adding language to the definition of "Other Outlets" in the Pharmacy Practice Act to allow telepharmacy.

MAC Pricing:

The bill on MAC pricing would require that pricing be updated no less than every seven days and that an appeal process by pharmacies that are paid below cost be implemented by PBMs and health plans. We have been negotiating with the PBMs and health plans to try to get compromise language. Legislative leadership has made it clear that they want a solution that does not create controversy during the current session.

Specialty Drugs:

PBMs are designating any expensive drug as "Specialty" and requiring patients to receive them by mail order from the PBM mail order pharmacies. Maryland and Minnesota are introducing bills to define Specialty Drugs and have them identified and listed by the state board of pharmacy. In our discussions with the Colorado State Board of Pharmacy we were informed that their role is not to act as industry regulators for financial or completion purposes, but to insure public safety. We have been in discussion with legislators and are considering proposing legislation centered on patient choice of pharmacy as long as the drug has been designated "Specialty" based on the prescription price being over \$600.

Telepharmacy:

The RxPlus Board of Directors has discussed the possibility of an independent pharmacist having the opportunity of opening a "telepharmacy" located at least 20 miles from the nearest pharmacy, is owned by a Colorado resident who is licensed as a pharmacist in Colorado, and has a pharmacist or pharmacy technician on duty while the facility is opened. The Pharmacy Practice Act would need to be modified to include such a facility as an "Other Outlet". The chain pharmacies are opposed to the ownership restrictions we are proposing.

Medicaid Pricing:

We have been receiving a high volume of complaints about the prices paid by Medicaid. We continue to send them the below cost reports. The system needs to be overhauled, and we will work with the Department of Health Care Policy and Finance and Mercer (the Medicaid contractor) to find a solution. We will likely have to ask the Joint Budget Committee to appropriate funds to upgrade the process.

Medicaid Medication Management:

Last year we asked that Medicaid consider enhancing their RxReview program to allow pharmacists to provide Comprehensive Medication Management services. We have been meeting with the Regional Cooperative Care Organizations (RCCOs) to get their support. North Carolina has a program that includes pharmacists providing medication management for Medicaid patients. A North Carolina pharmacist who helped develop the program will be consulting with us.

Mark your Calendar

IPC Member Conference
Scottsdale, AZ
March 27-29, 2014

Alaska Pharmacists Association
2014 Annual Convention
Hilton Anchorage
April 4-6, 2014

Kansas Pharmacy Association
Annual Conference and Trade Show
TBD
2014

Nebraska Pharmacy Association
Annual Convention
The Cornhusker
Lincoln, NE
April 25-26, 2014

AAP Annual Conference
Harbor Beach Marriott Resort & Spa
Ft. Lauderdale, FL
April 24-26, 2014

Colorado Pharmacists Society
Annual Meeting & Exhibition
TBD

Northwest Pharmacy Convention
Coeur d'Alene Resort
Coeur d'Alene, ID
May 29 - June 1, 2014

New Mexico Pharmacists Association
85th Annual Convention
Sheraton Albuquerque Airport Hotel
Albuquerque, New Mexico
June 21-22, 2014

Wyoming Pharmacy Association
97th Annual Convention
Hilton Garden Inn
Casper, WY
June 26-29, 2014

McKesson Trade Show
The Gaylord Palms Resort
Orlando, FL
July 20-24, 2014

Cardinal RBC Show
Gaylord Hotel
Washington D.C.
July 23-26, 2014

RxPlus Annual Meeting
Westin Westminster
Westminster, CO
August 15-17, 2014

NCPA 116th Annual Convention
Austin Convention Center
Austin, TX
October 18-22, 2014

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Feature Article Cont.

John and Charlotte have been very close friends of mine since I moved here in 1992. They are special people. If you ever get a chance to spend some time with them you will immediately know what I am talking about. There is no question in my mind why they have been successful for the past 40 years. They are very good business people who truly care about their community and their community cares about them.

Please join me in congratulating John and Charlotte on their 52nd Wedding Anniversary which was celebrated January 13th.

Visit our website to view or post **classified ads** at www.rxplus.com, call the office at 303-463-4875 for your member login id and password!

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