

COMMUNITY PHARMACY FOR THE FUTURE

Serving others key



Hyman enjoys owning her pharmacy. The mother of three – Ben, 9, Emily, 17, a senior, and Adrienne, 19, a freshman at Colorado State University – is busy.

She earned an undergraduate degree in clinical nutrition from the University of Georgia. “I went to pharmacy school (at Mercy Hospital) to keep my options open.” Hyman spent 14 years working at Atlanta’s Emory University Hospital and doing double duty as a pharmacist at CVS. But she enjoyed her class on pharmacy ownership and really “had fun” learning compounding.

Husband Mike (a Coloradan) disliked the Georgia heat, so they moved to Colorado. Hyman didn’t mind. “When it’s 30 here, it’s bearable because it’s dry. When its 30 degrees in Atlanta, you feel like it’s 10 below!”

She worked at University Hospital but looked for a pharmacy to buy. “When I heard this pharmacy (in the Aurora Medical Center South was for sale, I got out all my notes from my ownership class and started doing the analysis. I could see that this was potentially a good deal.”

Rebuilding a store filling just 30 scripts a day, took time and hard work. “It took 20-hour days to get it back to normal,” Hyman said. Perhaps that’s why there are no budding pharmacists in the family. “They know its hard work!”

Robin Hyman, owner of Aurora Community Pharmacy, probably would help out again. She just might ask to remain anonymous. Television cameras chronicling her good works make her nervous.

As an RxPlus member, Hyman steps forward to help out others just as she knows other members do. In early December, she offered \$500-plus in cash to a young customer undergoing a difficult pregnancy who regularly patronizes Hyman’s pharmacy.

The young woman was particularly distraught, recounting that her husband had just been laid off and their rent money stolen. The compassionate pharmacist did what she believes many would. She took what she had – “I usually would not have cash like that” – and handed it to the young woman.

The couple was so struck by Hyman’s generosity they called KUSA, which sent a TV crew. The resulting story generated much goodwill – but left an erroneous impression that Hyman had given away son Ben’s Christmas money. (Hyman had saved so mother and son could a shop together.)

Consequences of the TV story were unexpected. Someone left \$100 cash to help replace what Robin gave away. Another person sent a check. Hyman returned the check explaining that Ben would not go without. But the \$100 was anonymous – left in an envelope on the counter with no name on the note to use it for Ben – and Hyman could not return it. So, she used it for another act of kindness with Ben’s help.

Taking their calculator, the mother-son duo went to Target and “spent every penny of that money” on toys they then donated to others through the toy drive in the medical building where her pharmacy is located.

“I could have done without the publicity,” Hyman said. “I didn’t want to send the wrong message. It wasn’t like Ben wouldn’t have Christmas. “

Serving her customers and keeping up with their daily lives, however, is one reason

INSIDE THIS ISSUE:

| | |
|--------------------------------|---|
| <i>Featured Pharmacy</i> | 1 |
| <i>Executive Director</i> | 2 |
| <i>President’s Message</i> | 2 |
| <i>RxPlus Political Issues</i> | 3 |
| <i>Classifieds</i> | 4 |

RxPlus Mission

RxPlus Pharmacies, Inc. exists for the economic, professional, and political benefit of community pharmacy and the health and well being of the community

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 Info” button of the homepage!



President's Message

Retail sales plummet more than expected, unemployment is at a 25 year high and consumer confidence is at an all time low. Store closings and bankruptcy filings are becoming a daily occurrence. The credit market is tight and we keep hearing it is going to get worse before it gets better. How depressing!

While on a recent vacation my wife sent me out early in the morning to fetch some donuts for our family. I drove through a the small mountain town looking for any place where I could find a chocolate cake donut. Finally, a pastry paradise was found. Cars were pulling through a drive-through and customers were streaming in and out of the front door. I followed the crowd and noticed this was a one-man show. The man was handing out donuts as quickly as possible with no smile and no Thank You. I watched as customers left the drive through after being ignored and I watched the man refuse to serve coffee and tell a polite, older lady to get it from the gas station across the street. The man next to me commented, "the donuts are great but you have to put up with the service". The man explained that most people come in once and never come back. I continued to observe the man telling people no. "No we don't carry soft drinks, no we only have plain cream cheese, and no we don't do that here."

Then my morning coffee kicked in. I was here to learn a lesson this morning! Have I ever told a customer "No?" Of course I have, I venture to guess we all have. We all have a variety of excuses; too busy, too afraid, too tired, not enough money, the excuses could go on forever. Sometimes we put more energy in the excuses than in solving the problem. My very first preceptor always said, "Pharmacists are problem solvers. That's what we do, solve problems." Pay attention to the needs of your customers. If they have a problem, become the solution. If you're telling a customer that you can't do something then someone else is getting your money!

History tells us that more millionaires were made during The Great Depression than in any other era. Why? Opportunity! Please continue to work with RxPlus. In the upcoming months we will be developing a play-book to help make all stores more successful. We will ask you for your contribution of ideas. The economy is tough but now is the time we must pull together and become the aggressors not the survivors.

Executive Director's Message

The board of directors met for the annual strategic planning meeting in November and since then we have been busy working in a few different directions. Hopefully you have seen — and used — our "Profit Minute" faxes. Our intent is to share profitable ideas in a short story. Thanks to everyone who has offered an idea. If you would like to share an idea or profitable suggestion for your store please email grant@rxplus.com or you can give us a call or fax (we are awarding a \$100 prize for the best idea each month). We will be expanding on this idea and are in the process of developing our new "Playbook". It will be a resource book for members and include everything from profitable ideas to how to buy and sell a pharmacy — and everything in between.

We are also working with the University of Colorado to set up some Wellness Clinics. The idea is to utilize the students and the equipment that the school will have available to put on screening in our members' stores. Nancy Gallegos from Windsor Gardens Pharmacy has volunteered to be our first test site. We will keep you updated on the progress.

Put this date on your calendar!

The RxPlus Annual Meeting will be held at the Westin Hotel in Westminster Colorado on August 21st-23rd, 2009. We hope to see all of you there.

GOVERNMENTAL AFFAIRS REPORT

From NCPA:

National Legislative Agenda:

Last year's passage of HR 6331 was a milestone for community pharmacy. It wasn't as comprehensive as we would like, but still provided some relief for three issues: Medicare prompt pay, AMP and delay of the DME competitive bidding process. Negotiation rights for independents didn't pass, but NCPA staff is working on the issue and hopes to introduce legislation in the new Congress. NCPA has also entered discussion with the Obama administration about including pharmacy in the federal economic stimulus plan.

CVS/Caremark Merger:

NCPA has asked the Federal Trade Commission to re-examine the purchase of Caremark by CVS, citing possible anti-trust implications. With a change of administration and Democrats in charge of both chambers in Congress, it is possible that the FTC may find that the giant PBM/retail company has exceeded anti-trust limits. NCPA is also gathering evidence that the company is violating HIPAA requirements to steer clients to CVS stores exclusively.

Colorado:

RxPlus Governmental Affairs Director, Brad Young, along with representatives of the chains, Val Kalnins of the Colorado Pharmacy Society, and Susan Cox from Kaiser Permanente, met with Dr. Sandeep Wadhwa, the new Colorado Medicaid Director, in mid-December to discuss pharmacy issues. The meeting went very well! Dr. Wadhwa is looking at a model for managed care based on the one used in North Carolina. Dr. Wadhwa has been with the Department since last March and has brought a new perspective. He plans to build a better relationships with providers. No MCOs will hire PBMs to cut pharmacy and no mail-order will be mandated. Instead, Dr. Wadhwa assured us that payments to pharmacy will follow the current practice of paying on a fee-for-service basis. Care management will be done by "Accountable Organizations" in five regions of the state. The concept will be implemented in the budget for 2009-10. The Department, in fact, has NO PHARMACY-RELATED LEGISLATION! Legislators in Colorado have, however introduced several bills to watch, including a health transparency bill (PBMs would fall under the provisions of the bill), one (initiated by podiatrists) making Medicaid audits fairer to providers and another that would require ID to pick up controlled drugs.

Other State Issues:

According to our State Net Report, Nebraska has two pharmacy bills so far: L173 allowing for relabeling of drugs at certain correctional facilities, and L146 that allows the establishment of "stimulated pharmacies" at schools of pharmacy in Nebraska. Montana has S174 to recognize and register Advance Pharmacy Practitioners, and S52 to prohibit kickbacks and conflicts of interest (sounds like PBM regulation). In Alaska S38 has been introduced concerning managed care. H56 New Mexico would provide a tax credit, including to pharmacies, for adopting electronic medical records. We had hoped to have a PBM regulation bill introduced in Wyoming this year but have not been able to find a sponsor, maybe next year. We will be running the State Net Report regularly to keep updated about legislation in all RxPlus member status. Our web site will have those updates.

NCPA

October 11-15
Tampa, FL

Academy of Managed Care Pharmacy Educational Conference

October 15-18
Kansas City, MO

American College of Clinical Pharmacy

October 19-22
Louisville, KY

Pharmaceutical Care Management Association

October 26-28
Henderson, NV

RxPlus Strategic Planning Meeting

November 13-14
Manitou Springs, CO

ASCP (Senior Care)

November 19-22
New Orleans, LA

ASHP Midyear

December 7-11
Orlando, FL



WELCOME NEW MEMBERS

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RxPlus Pharmacies, Inc. exists for the economic, professional, and political benefit of community pharmacy and the health and well being of the community

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Mega Pharmacy - Tacoma. Washington

Ron's Pharmacy - Blue Hill, Nebraska

CLASSIFIEDS (ALSO SEE WWW.RXPLUS.COM)

Full Time Pharmacist

Needed for long term care in Loveland, CO Must possess current state license, strong mgmt. & leadership skills and the desire to offer superior customer service. Previous experience in long term care a plus.

2 Pharmacy Technicians

Looking for 2 Pharmacy Technicians. Looking for 1 tech. to float between our 10 stores and 1 tech. for our retail store in Johnstown. Both positions are full-time (40hrs) with benefits, competitive pay and an excellent working environment. CPhT is preferred but not required. Previous Exp. & superior customer service required.

To apply for above 2 ads, send a resume and cover letter to: lcalkins@gooddaypharmacy.com

Or Fax to (970)461-4042

Pharmacy for Sale

Well established full service Pharmacy, Sporting Goods, & Liquor Store. Enjoy great outdoors, close to excellent hunting/fishing. Located in Casper WY. Contact Floyd Harnigal (307) 205-1917

Staff Pharmacist Position

FT/PT pharmacist position available at an independent retail pharmacy on beautiful Prince of Wales Island in SE Alaska. Flexible scheduling potential if desired. Variable schedule available. To learn more call Bill or Sarah @ 907-826-5750

Full-Time Pharmacist

Columbine Drug located in Loveland, CO. Competitive salary and benefits package. Contact Paul Hewlett @ (970) 663-4600 or columbinerx@aol.com

Compounding Tech

Good Day Pharmacy in Fort Collins, CO has an opportunity for an experienced compounding technician. Contact Vicki @ (970) 461-1975

Full or P/T Pharmacist

Salary and benefits are negotiable. B&B Pharmacy, Brush CO. Contact Dave Brunner (970)842-2416

F/T or P/T Pharmacists

Pharmacy located in Monte Vista, Co. Is looking for a pharmacist to work 20 to 40 hours per week. Competitive salary with benefits. Great hunting, fishing and skiing less than 1 hour away. Contact Bryan Salazar @ (719) 852-9894.



