



COMMUNITY PHARMACY FOR
THE FUTURE

Featured Pharmacy - Vail Valley Pharmacy

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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!



Prescription for success!

Vail Valley Pharmacy opened its doors in February 2012 and has increased its business within the first 12 months to over 200 prescriptions per day. Owner; Larry Nisonoff and pharmacist associates Kent and Courtney, all with chain pharmacy background came together with a vision of "superior patient care" that they could provide their community by opening an independent pharmacy. The positive impact that they have provided their community by partnering with the *Steadman Philippon Research Institute* is immeasurable and has opened up a variety of niche opportunities that has helped them evolve into a "best in class pharmacy" as well as positioned them for success for many years to come.

All three partners (Larry / Kent and Courtney) had years of chain pharmacy experience in the Vail Valley, so they based their business model upon what they recognized as the needs for the community that they are part of. Specifically for a highly customer centered pharmacy model, in both pharmacy design and services provided, along with specialty services such as deliveries; compounding; wellness education; vaccinations etc. that the local community needed.

Results are within the first 12 months script count has gone up over 200 in slow season and 250+ in peak ski season. In just the past few months Kent Lambrecht graduated from the University of Florida's A4M program, and is now a certified fellow in anti-aging and wellness. The store has added a huge section



Kent, Courtney, and Larry

dedicated to medical foods or pharmaceutical grade supplements which are generating over \$10,000 in monthly sales.

When you walk into the store you know immediately you are in a special pharmacy. It is beautifully designed to make you feel like you are welcome and comfortable. Their staff will greet you immediately with a warm welcome and ask if you need any assistance. In talking to their employees you get a true feeling of pride and joy. They use a "Concierge" approach and even their nametags state concierge as employee title.

When you step into the patient waiting room it looks and feels like you are in your living room. They have large leather couches, televisions, coffee and tea from local vendors. All to make you feel right at home!

SPECIALTY SERVICES INCLUDE

- Offering an onsite fully functional non sterile compounding lab.
- Delivery service to area customers; hospitals, including bed side delivery.

President's Message

Being a member of RxPlus for so many years and having attended the Annual Meeting for almost as many, I knew I would miss not being able to attend this year. What I didn't realize was how much I would miss it! I missed catching up with our preferred vendors at their booths; it is always of great benefit to put a face with their names, as well as to have the opportunity to visit with old friends. RxPlus puts much time into forging relationships with specific vendors and does this solely for the benefit of its members. Gone are the days of having personal relationships with everyone who we purchase from, but seeing these vendors at the annual meeting definitely helps me to feel like I have a "connection" at the other end of the phone when I'm back in my store and needing help.

I also missed participating in the wonderful CE's that Kathy Muller so thoughtfully arranges each year. There is not a better venue to obtain CE credits than the RxPlus Annual Meeting as the courses are always timely and relevant and important to my independent pharmacy business. I missed many other things as well, such as, the excellent food, the entertainment, the auction for the Scholarship Fund, and my chance to welcome our new board members personally.

Most of all, however, I missed the feeling that I always get as I'm leaving the meeting and traveling back home. That feeling is knowing that I have the support of an outstanding organization, and the satisfaction that I was able to share successes with many and glean wisdom and knowledge from many others! If you have not yet had the opportunity to attend an RxPlus Annual Meeting I cannot stress enough the value in spending a couple days participating in a function so worthwhile. Put it on your calendar now! If you have attended our annual meeting, please share your experiences with your peers, and don't forget to drop a "Thank you" note in the mail to the staff and directors of RxPlus for tirelessly looking after the interest of your pharmacy.

In closing, I would like to thank our outgoing members, Ben Wassinger and Jim Burns. Your insight, input, and careful thought will definitely be missed!

Your President,
Kirk Bemis

Executive Director's Message

Fall is in the air and the change of colors has started. This is my favorite time of the year. The beautiful days and the cool nights make for a good night's sleep. Well enough of what I like.

Once again Kathy Muller did an excellent job putting our annual meeting together. The CE was valuable, the meals were excellent and the networking between our members was the best part of the meeting. I hope everyone enjoyed their weekend.

It was great to see some of our newest members at our annual meeting. Hope and Sean Mullally are the new owners of the Medicine Shoppe in Colorado Springs, Scott and Shannon Bethel are the new owners of Ivywild Pharmacy also in Colorado Springs, and Trang Than is the new owner of Huan Pharmacy in Denver. Congratulations and welcome to our group.

During our member meeting this year you elected three new board members. This is the biggest change since the inception of RxPlus and I am looking forward to the fresh new faces of change. At last year's Annual Meeting you elected Tom Gierwatoski to the Board and he has brought some new ideas and perspectives. This year we have Mike Bemis from Kimball Nebraska who replaced Ben Wassinger. Mike is young and has many new ideas that we look forward to working on in the next few years. Melissa Bumgardner purchased Abts Pharmacy in Julesburg four years ago and has done extremely well. She now has three pharmacies in northern Colorado. Needless to say, we look forward to her leadership on our board. Ky Davis is our last, but certainly not the least, new board member. Ky is also young and brings our membership some very solid experience and creative insights. Please welcome these new board members.

As we move forward in this world of change it is imperative that we work together. If you have ideas that you would like to share or projects you think RxPlus should be working on please let us know. We are here to serve your best interest.

Grant Kinn
Executive Director

GOVERNMENTAL AFFAIRS REPORT

Governmental Affairs Newsletter Update
By Brad Young

October 2013

Comprehensive Medication Management:

You may remember from the last newsletter that the Joint Budget Committee sent a "Request For Information" to the Department of Health Care Policy and Finance (HCPF) concerning Comprehensive Medication Management (CMM), instructing them to collaborate with the Regional Care Collaborative Organizations (RCCOs), primary care providers and pharmacists about the costs and savings of implementation of CMM by the RCCOs. After the last stakeholder meeting HCPF suggested that pharmacy representatives hold meetings with each of the RCCOs to discuss ways we might be able to work cooperatively to implement CMM.

To date we have met with all but one of the RCCOs. Each of them has a unique approach to their method of operation and distribution of funding for operations. There have been several common themes, however:

1. Managers of each RCCO understand that pharmacies could help save health care dollars through medication management.
2. Including medication management in the RCCOs is not a priority of theirs at this time due to other mandated reforms, but they are willing to look at positive changes that help the primary care providers manage their workloads.
3. One of the primary goals for the RCCOs is payment reform, which includes no new money for services on a fee-for-service basis.
4. The RCCOs are interested in pilot programs to demonstrate the value of MTM/CMM.

We will continue to work on ways to implement a MTM/CMM system within Medicaid. The final report is due to the JBC by November 1.

MAC Legislation:

We have been working on developing a MAC bill for the next legislative session based on NCPA model legislation. From the NCPA website:

MAC legislation is designed to reasonably address concerns by:

- Providing clarity to plan sponsors and pharmacies with regard to how MAC pricing is determined and updated and establishing an appeals process in which a dispensing provider can contest a listed MAC price.
- Providing standardization for how products are selected for inclusion on a MAC list.
- Compelling PBM disclosures to plan sponsors about the use of multiple MAC lists and whether or not MAC pricing is utilized for mail order products.

We have had preliminary discussions with a couple of PBM lobbyists and approached two possible bill sponsors. The past legislative session was filled with tremendous partisan pressures, followed by the unprecedented recall of two state senators. Leaders in both the House and Senate are reluctant to support controversial bills that could fracture their own caucuses. Given that possible obstacle, we will continue to press for reasonable compromise with the health plans and PBMs.

Mark your Calendar

NCPA 115th Annual Convention
Lake Buena Vista, FL
October 12-16, 2013

Wyoming Pharmacy
Association Winter CE
Gillette Settle Inn
Gillette, WY
January 25, 2014

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

Wyoming Pharmacy Association
110th Annual Convention
Sheraton Phoenix Hotel
Phoenix, AZ
May 17-20, 2014

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

New Mexico Pharmacists Association
85th Annual Convention
TBD

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

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Featured Article Cont.

- Full time Nutritionist on site for customer nutrition consultation; along with RPh in CE fellowship program focusing on nutrition / medical food.
- Partnering with area wellness doctors – i.e. emphasis with hormone replacement therapy (hrt) has been a highly successful niche.
- Dedicated office space in pharmacy for an “in house” doctor to provide medical services, resulting in an increased customer base, reputation as a health care destination, and also improved patient medication adherence.
- Offering high end gifts and convenience items for local market and tourists.
- Full liquor license attained in order to serve local customer base, hotel concierge partnerships, to drive additional business.
- As a new pharmacy since 2012, it is a new construction offering over 4,600 square feet of retail space; comfortable “living room feel” waiting area; offering additional complimentary customer amenities such as local coffees, teas.
- Clinical services as previously highlighted (in house doctor; nutrition counseling; compounding lab; vaccinations / immunization community outreach; etc.).

Larry and his team have met with area doctors to tailor their pharmacy offerings based on the specific needs of local doctors. Products are carried in the pharmacy, including specialty items such as chemotherapy creams for the local Cancer Center. They actually sit down with the doctors to understand how they can better serve their patients. They developed a prescription protocol (pre/post op) tailored specifically for physicians and their patients to help make it easier for the patient and a seamless transition between the doctor office and pharmacy. The result has been exceptional growth and success into the first year of business, reduced waiting times for customers, and overall exceptional customer satisfaction.

Aforementioned idea of having an onsite doctor’s office in the pharmacy to increase patient service and reputation makes this a true health care destination.

Governmental Affairs Newsletter Update Cont.

Federal Issues:

NCPA sent out an email on Friday, September 27, urging pharmacists to call their Senators and Congressmen in support of the **Drug Quality and Security Act**. The bill has been endorsed by NCPA as the best possible compromise to address the federal regulation of compounding following the outbreak of fungal meningitis caused by the New England Compounding Center. RxPlus contacted both Colorado US Senators and the Colorado Congressional Delegation. Congresswoman DeGette is a cosponsor of the legislation.

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