

MAXIMIZING PHARMACY TECHNICIAN POTENTIAL

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KPhA works with the Kentucky Pharmacy Education and Research Foundation, Inc. to certify its courses.
KPERF is accredited by ACPE as a provider of continuing pharmacy education.

ACPE UAN xxxxxxxx P/T

DISCLOSURES

Faculty

Hunter Phillips, faculty for this activity, has no relevant financial relationship(s) with ineligible companies to disclose.

Jake Galdo, faculty for this activity, is a consultant for Abbott and receives grant funding from Abbott, BMS, Pfizer, and Takeda. Jake's spouse is employed by Eli Lilly. The relationships have been evaluated and no mitigation was deemed necessary due to the content of the presentation.

Planners

None of the planners for this activity have any relevant financial relationships with ineligible companies to disclose.

LEARNING OBJECTIVES

1. Describe the roles of pharmacy technicians in a community pharmacy
2. Identify new services led by pharmacy technicians
3. Evaluate the role of community health workers in pharmacies
4. Develop a competitive business model for pharmacy technicians

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ACTIVE LEARNING

Would you implement a change in your pharmacy to increase profitability by 65%?

WHAT LANGUAGE IS THIS?

SPEAK THE SAME VERNACULAR

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Return on Investment

Return on investment (ROI) is a ratio that measures the profitability of an investment by comparing the gain or loss to its cost

$$ROI = \frac{\text{Net Return on Investment}}{\text{Cost of Investment}} \times 100\%$$

SPEAK THE SAME VERNACULAR

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Profitability

Profitability and profit are metrics that are used to analyze the financial success of a company.

Profitability refers to the extent to which a company earns a profit.

Companies can determine profitability through a number of factors, such as expenses, demand, productivity, and competition.

Profitability is commonly expressed as a ratio, such as the gross profit margin, net profit margin, operating margin, or EBITDA.

While profitability is a concept, profit is an absolute amount, which means it is the total amount of income or revenue earned above any costs or expenses.

SPEAK THE SAME LANGUAGE

Return on Investment
Return on investment (ROI) is a ratio that measures

Profitability
Profitability and profit are metrics that are used to determine a company's financial health. Profitability refers to the extent to which a company's revenues exceed its expenses. Companies can determine profitability through a number of methods. Profitability is commonly expressed as a ratio, such as the profit margin. While profitability is a concept, profit is an absolute amount of money.

ROI $\neq$
PERSON

WHY ELEVATE TECHNICIAN ROLES?

1. Pharmacy technicians possess unique skills and capabilities that benefit the pharmacy and the patient
2. Leveraging the skills of technicians effectively is a game changer
 - Optimizes Pharmacy Services
 - Supports Pharmacist-led Care
 - Enhances Patient Care
 - Increases Job Satisfaction (Reducing Staff Turnover)

INCREASES THE PROFITABILITY!

FIRESIDE CHAT

Hunter, tell us about yourself and your career path.

ADVANCED ROLE EXAMPLES

- Ambulatory Medication Prior Authorization Coordinator
- **Compliance Coordinator Technician**
- Discharge Pharmacy Technician
- Informatics Technician
- IDS Technician Specialist
- **Lead Pharmacy Technician**
- **Medication History Technician**
- **Community Health Worker**
- Pharmacy Medication Access Service Advocate
- Pharmacy Purchaser
- **Prior Authorization Pharmacy Technician**
- Sterile Compounding Coordinator
- **Technician Product Verifier (Tech Check Tech)**
- USP Designated Person
- **Immunization Specialist**
- **Point of Care Testing Specialist**

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NON-DISPENSING ROLES 1: IMMUNIZATIONS

1. Cost-effective
2. Beneficial to patients
3. Workflow efficiency
4. Professional development
5. Engagement from technicians



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NON-DISPENSING ROLES 2: MEDICATION THERAPY MANAGEMENT & MEDICATION HISTORY

1. Cost-effective
2. Time-saving
3. Efficient workflow
4. Engagement from technicians



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NON-DISPENSING ROLES 3: COMPRESSION SPECIALIST

1. Meet customer needs
2. Increase customer loyalty
3. Additional revenue
4. Comprehensive patient care
5. Technician-led
6. Engagement from technicians



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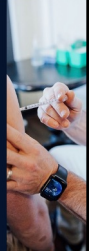
NON-DISPENSING ROLES 4: COMMUNITY HEALTH WORKER

1. Value-based/outcomes-based arrangement
2. Increase customer loyalty
3. Addresses social determinants of health
4. Additional revenue
5. Comprehensive patient care
6. Technician led
7. Engagement from technicians

AUGUST 2024
**LEADERBOARD
REPORT**
Vaccine Gap Closure Program: Phase 1 & 2

1. J&D Pharmacy
2. Summers Pharmacy (Kearney)
3. Goldsmith Medicenter Pharmacy
4. Sinks Pharmacy (St. Clair)
5. Summers Pharmacy (Marshall)

TOTALS
Interventions: 57,226
Pharmacies Implementing: 118
Pharmacy \$ Generated: \$1,666,600



COMMUNITY HEALTH WORKER (CHW)

A CHW is a **frontline public health worker** who is a trusted member of and/or has an unusually close understanding of the community served. This **trusting relationship** enables the CHW to serve as a **liaison/link/intermediary** between **health/social services** and the community to facilitate access to services and improve the quality and cultural competence of service delivery. A CHW also builds individual and **community** capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and **advocacy**.

www.apha.org/policies-and-advocacy/public-health-policy-statements/policy-database/2018/03/01/14/18-support-for-community-health-worker-regulation

CHICKEN OR EGG?

1. Why CHWs?
'CHW' represents a new **type** of provider in the pharmacy
2. **'How can I bill for my CHW?'**
'How can I bill for my delivery driver?'
'How can I bill for my pharmacist?'
'How can I bill for my nurse practitioner?'
3. Existential crisis: depending on the **location**, CHWs may or may not **bill** for services
CHW at food bank vs. CHW at clinic vs. CHW at pharmacy
4. What is the most valuable contribution of a CHW? **DATA**

REBRAND TITLES & RESPONSIBILITIES

Lead Technician	Specialty Technician
Sync & Monthlies Provides oversight for Sync & production team. Dailies Provides oversight for daily intakes, vaccine intake, & production team. Training & Development • Identifying Talent Among Techs • Training and Development • Assist with Employee Conflict Resolution • Assist in Employee Hiring & Reviews Advanced IT • Communication & Troubleshooting • Server • Software • Hardware • Evaluating new software/hardware • Go-to for errors	Compounding • Daily compounding • Maintains logs and accreditation standards • Works with pharmacist on proper compounding and dosages USP Chapter 800 • Maintains our protocol to ensure it is up to date • Conducts annual spill drill and spill cleanup drill • Trains employees on USP standards and proper procedure Inventory Specialist • Maintains regular perpetual inventory • Schedules drug returns • Coordinates expiration checks • Coordinates fiscal year inventory • Coordinates biennial inventory • Investigates negative margins and old inventory • Drug returns and recalls Medical Equipment & Front End • Maintain front-end inventory • Assist patients with medical equipment • Stay up to date with medical billing requirements

FIRESIDE CHAT

Hunter, how do you / did you justify your time off the bench?

THE PROFITABILITY MODEL: IMMUNIZATIONS

	Pharmacy A	Pharmacy B
Number of IMZ 2023	6050	463
Average IMZ Sales	135.59	120.16
Gross Sales	\$ 820,319.50	\$ 55,634.08
COGS	\$ 605,000.00	\$ 46,300.00
Gross Profit	\$ 215,319.50	\$ 9,334.08
Operating Expense: RPh	\$ 151,250.00	\$ 11,575.00
Operating Expense: 50% Tech	\$ 113,437.50	\$ 8,681.25
Operating Income: RPh	\$ 64,069.50	\$ (2,240.92)
Operating Income: 50% Tech	\$ 101,882.00	\$ 652.83
	59%	71%

Analysis conducted for PTCB/CPEBA Research
Project 2024.

Takeaway: Technicians providing 50% of IMZ at a pharmacy increase profitability by 65%

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Operating expense decrease of over
\$35,000 annually

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Increases profitability (defined as operating
income) by 65%!

And this assumes the pharmacy technician is
making 50% of the pharmacist's salary.

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Project 2024.

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BUSINESS DEVELOPMENT

Questions I recommend asking yourself, your leadership, and your staff:

1. What care gaps exist in our pharmacies' communities?
2. What relationships do we have in our pharmacies' communities?
3. What resources and offerings do we have in our pharmacies that someone may purchase?

WHAT CAN WE SELL?

1. Service assessment is very region, state, and payer/purchaser specific.

2. What *IS* consistent across all regions, states, & payer/purchasers:

Care Coordination.

CARE COORDINATION

- "Care coordination, a key element for delivery of quality primary care, involves *deliberately organizing patient care activities and sharing information among all of the participants concerned with a patient's care* to achieve safer and more effective care. This means that the *patient's needs and preferences are known ahead of time and communicated at the right time to the right people across units or sites of care* to provide safe, appropriate, and effective care to the patient."

- Who purchases "Care Coordination"?

- Managed Care Organizations (MCOs)
- Medicare Advantage Prescription Drug Plans (MA-PDs)
- Medicaid
- Rural Health Clinics (RHCs)
- Community Health Centers (CHCs)
- Etc.

www.ahip.gov/ahip/carecoordination.html

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THE NATIONAL LANDSCAPE SNAPSHOT

1. Data is the most valuable commodity within pharmacies right now
2. Pharmacy technicians can lead data analysis and back office work
3. CHWs and pharmacies are a unique combination of provider and access to provide care (*and data*)
4. Pivot the narrative from 'how do I bill for...' to 'how do we sustain services for...'
 - Marketing/language matters – it's not 'delivery,' it's 'access to care'
5. Pharmacies thriving invest in the staff and change profitability

KPHA RESOURCES

- Friday, September 4th 1pm – SDOH Surveys Part 2
- KPhA Technician Vaccination Training
 - September 12th
 - November 14th
- Pharmacy-Based CHW Resource Page – www.ksrx.org/chw-resources
 - Apply for the CHW Certificate training grant!

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THANK YOU!

Collect Your CE

The Lecture Panda
code for this session is:

{code here}

*All course credits from this
conference must be submitted by
Oct. 15, 2026.*

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