

## Customer Testimonial

### Organization

- Patrick Devereux, pharmacist-in-charge, Family Medical Services (FMS), Bessemer, Alabama
- Independent pharmacy in community of Bessemer, located about 8 miles southwest of Birmingham, AL

### Solution Spotlight

- PharmacyRx 4.8.0, Beta Customer

### Critical Issues

- Desire to do more to draw in patients and keep patients
- Heavily focus on clinical services
- Implement processes to increase compliance and adherence
- Increase efficiency of pharmacy operations
- Ensure that education and counseling services exist and are continuously improved
- Increase profits and remain competitive with large chains

### Results

- Ability to reuse prescription images is a time saver and staff uses this feature extensively
- New reports on reimbursements allow stores to be more effective and profitable
- New features in Patient Profile screen are a significant improvement
- Profit and loss information on a per drug basis is a valuable tool
- Many new data exporting functions allow more reporting flexibility and enable stores to tailor reports to their particular business's needs



### Family Medical Services (FMS) Beta Tests New Improvements in PharmacyRx 4.8.0

The constantly changing landscape in healthcare today means independent pharmacies face numerous challenges. Owners want to spend more time counseling patients and ensuring that opportunities exist for increased patient safety, care and education. Patrick Devereux, PharmD, and pharmacist-in-charge of FMS Pharmacy in Bessemer, AL, has focused intently on such issues. He spends a lot of time getting to know his customers, becoming familiar with their medications and varying needs while they visit his store. Recently, Devereux's pharmacy participated in a beta test program for the 4.8.0 release of the PharmacyRx pharmacy management system. We asked Patrick if he would share some comments about the PharmacyRx application and how it helps focus on key areas of service important to his pharmacy.

Developed by McKesson Pharmacy Systems (MPS), PharmacyRx is a pharmacy management tool that is quickly installed and makes processing prescriptions swift and easy. PharmacyRx also provides functionality that supports pharmacies

with smaller staffs, allowing them to invest in the latest pharmacy technology without having to employ an IT staff. Devereux's passion is ensuring that his store delivers the right kinds of patient care, that he manages operations efficiently, and that he gains quick insight into new trends and services in the pharmacy industry.

Devereux has focused on such efforts for well over eleven years. He is widely recognized for reaching out to local communities and finding ways to provide better clinical solutions for his customers well before other pharmacies began to offer similar services.

FMS Pharmacy has been a PharmacyRx customer for a "very long time—before my tenure here began," says Devereux. He loves the simplicity and functionality of the PharmacyRx system, and appreciates the opportunity to interact with the MPS development teams. "I've been working on the PharmacyRx advisory board for more than two years now, and MPS does a fantastic job of listening to its customers and its advisory boards. I attend monthly meetings with other pharmacists on the board, along with MPS product managers who host the meetings and we really feel like our feedback is valued. Attending these meetings is a useful and rewarding experience."

### PharmacyRx 4.8.0 Enhancements

Many of the new features and benefits incorporated into PharmacyRx 4.8.0 are a direct result of feedback from pharmacy owners and pharmacists. New features in version 4.8.0 include:

- Ability to print a patient's medication list directly from the patient's profile, making it convenient to provide customized counseling or to share information;
- A new enhanced Rx data export providing more reporting flexibility by allowing users to pre-select fields and create custom reporting catered to their business;

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— Patrick Devereux

- Improved visibility around profitability, allowing users to easily identify reimbursements below cost and where their efforts should be focused;
- Ability to reuse an image for multiple prescriptions, streamlining the number of keystrokes when filling multiple prescriptions for a patient;
- eVoucher enhancements providing more visibility into eVoucher activity;
- Partnering with McKesson Distribution's Specialty Services to integrate with Diplomat®, the nation's largest independent specialty pharmacy.

Devereux reports that three new enhancements that his staff likes the most are: "the ability to reuse a prescription image; the increased visibility for below-cost reimbursements; and the ability to print a patient's medication list directly from their patient profile." He also acknowledges that the enhanced data exporting features will certainly be valuable in the near future.

#### **Beta Testing and Deploying a New Release**

When asked about the deployment process for the new version of PharmacyRx and the beta testing period, Devereux was enthusiastic. "We've participated in two beta-testing periods with PharmacyRx, and they have been exceptionally smooth. The MPS support staff in Birmingham, AL, has been great. They are always there for us to help address any issues that we have during the beta process—but honestly, there have not been that many things we needed to work out." Devereux is looking forward to exploring many of the new enhancements in version 4.8.0. "Any tool that serves to enhance overall care and the clinical services documentation process is an essential improvement," he says.

#### **Focusing on Customers**

Based on the information provided on the FMS Pharmacy's website (<http://fms-pharmacy.com/>), it's obvious that Devereux's store focuses on a wide variety of clinical services and innovative

patient care programs. Part of the FMS Pharmacy's message includes a heavy emphasis on becoming a "patient education and health resource destination." PharmacyRx helps the pharmacy provide higher quality healthcare solutions for their patients. After working in several retail pharmacy environments, Devereux arrived at FMS in 2006 and began to implement more patient counseling, better healthcare education, and better pharmacy experiences in his new community, in a variety of gradual steps.

For example, soon after his start with FMS, Devereux identified that a large portion of the local population was diabetic. He perceived a dire need for diabetic counseling and diabetes education in the community. Over a number of years, he expanded his pharmacy's educational offerings and programs around diabetic care—bit by bit—along with bolstering other healthcare options in the store. PharmacyRx has played an important role in helping Devereux deliver such offerings to his patients.

He remains enthusiastic and optimistic about delivering care in the future, despite the constant changes in the industry. With the new features incorporated into PharmacyRx 4.8.0, and other McKesson services like Adherence Performance Solution (APS), Devereux sees even more opportunities to provide care for patients. His longer-term goals include establishing more collaborative relationships with prescribers and reducing the number of hospitalizations and readmissions for his patients. "Anything that helps the pharmacy identify places where we can improve the patient's level of care, expand our services and offerings, and reach out to the community is a boon to our store. PharmacyRx and other McKesson products and services make it easier for us to do all those things."

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