

## Case Study

# Fox Valley Hematology & Oncology Enhances Patient Care and In-Office Pharmacy Revenue with Help from McKesson Specialty Health

Fox Valley Hematology & Oncology (FVHO), northeastern Wisconsin's premier cancer treatment center, provides patients across the region convenient access to the most advanced cancer treatments available today. With more than 20 physicians and advanced practice providers, along with 130 highly-skilled nurses and support staff, FVHO is committed to treating patients with respect, compassion and the most advanced medical technology available, providing patients the best possible cancer experience and optimal outcome.

With the increasing number of oral oncolytic treatment options, Fox Valley Hematology & Oncology established in-house pharmacy services in 2013 for its patients, believing an in-house pharmacy would improve medication adherence and promote better outcomes with more extensive patient counseling, education and follow-up. They also believed oncology-trained pharmacy staff could better investigate insurance benefits and financial assistance resources, overcoming many of the challenges their patients faced when filling scripts at local or specialty pharmacies.

Six months after opening the pharmacy, FVHO found that pharmacy performance was lackluster due to several obstacles. Poor pharmacy location and design blocked visibility to pharmacy staff and medications for patients visiting the practice. Ineffective marketing and communication difficulties created a lack of confidence in FVHO's pharmacy services internally, resulting in physicians sending patients to outside specialty pharmacies instead. FVHO also struggled with finding a self-motivated pharmacist with business acumen who could help drive pharmacy business. It would not be until 2015, years following

the initial opening of the pharmacy that FVHO would partner with the McKesson Specialty Health's Pharmacy Optimization Team for solutions to overcome these challenges.

## Pharmacy Optimization Team Delivers Strategies to Drive Success

The McKesson Specialty Health team helped Fox Valley Hematology & Oncology prioritize and implement several infrastructural and operational changes to overcome their challenges.

First, with knowledge and support from McKesson, they expanded and redesigned their pharmacy space to provide more visibility from the lobby so patients could easily see it when entering or leaving the building. The layout of the pharmacy was also made to look more like a traditional retail pharmacy, with a forward facing counter and the pharmacy staff and medicines clearly visible. The new design depicted a true retail pharmacy, encouraging patients to use this convenient service while also helping physicians and staff change their perception of the pharmacy and build confidence in it.

*Adam Luboff, Pharmacist/Pharmacy Manager, shares how McKesson guided the process: "Our McKesson account manager was instrumental in helping us with the pharmacy redesign, as he had extensive experience as a regional manager for a retail pharmacy chain. He was very familiar with the science behind the various layout options and ergonomics to maximize efficiency in the working environment. His advice and feedback were invaluable."*

Once the redesign was completed, the practice deployed a comprehensive

marketing strategy to drive awareness and capture additional scripts. The pharmacy was renamed, giving it a more retail-oriented connotation. New vibrant neon signage was also added to attract attention. The building was blanketed with posters, and patients were given brochures inviting them to visit the newly remodeled pharmacy. Information was also added to the website announcing the reopening of the pharmacy.

At the same time, the practice launched a comprehensive communication plan to increase physician and staff engagement, build trust in the pharmacy staff and ingrain the pharmacy within the culture of the practice. Meetings were held to educate prescribers about the capabilities of the pharmacy, as well as address common misconceptions concerning the



## Fox Valley Hematology & Oncology

### Established

1990

### Facilities and Location

Six locations serving Northeast Wisconsin

### Clinicians

20 physicians and advanced practice providers

### Annual Patient Volume

Approximately 9,500

cost-competitiveness and the availability of drugs. Physicians were also presented data on expected in-house pharmacy revenue, resetting previously unrealistic expectations.

The practice also took a new direction in the type of pharmacist manager they wanted to run the operation, realizing that someone with extensive retail experience would be invaluable in driving the business. They eventually hired a business savvy pharmacist from a high-volume retail pharmacy who wanted the opportunity to spend more time assisting patients, a perfect fit for the vision FVHO had for the position in delivering more comprehensive and integrated care.



### Analytics Provide Actionable Insight for Improvement

With the structural and operational issues behind them, McKesson helped FVHO track progress through key metrics and pharmacy performance indicators. A new monthly in-office dispensing dashboard delivered insight into two metrics that would be key to transforming their pharmacy business: prescription retention and prescription volume by provider.

With these metrics, each physician was able to compare their performance and understand the financial benefit to the practice if each provider could match top performers. Prescribing patterns quickly shifted as physicians realized the missed revenue opportunity when the pharmacy was not used.

The prescription retention report shed light on patient adherence and compliance, as the data revealed 40% to 60% of prescriptions were not picked up by patients. The practice used this data to drive additional interventions to ensure patients left with their medications,

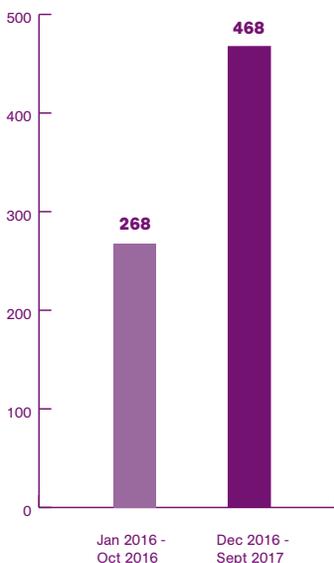
enhancing compliance and supporting better outcomes.

### Key Outcomes

With the help of McKesson's In-Office Dispensing team, FVHO employed a variety of strategies that improved in-house pharmacy performance, enhancing both patient care and practice revenue. Redesign of the pharmacy, selection of a pharmacist with retail skills and McKesson's advanced pharmacy management tools successfully transformed the under-performing pharmacy into a thriving in-house operation that patients love and physicians happily utilize. Quality of care, medication wait times and compliance greatly improved, supporting optimal outcomes and a better patient experience. Pharmacy staff delivered more proactive, personalized care, helping patients obtain financial assistance, educating them about medications, and closely monitoring toxicities and side effects.

FVHO also increased prescription volume by 75% per month, revenue by 61% and profit by 47%. *Shawn Kienert, Chief Financial Officer, comments on the relationship FVHO has with McKesson:* "We've bonded with McKesson. Not only have they helped us turn around our pharmacy operation, we relied on them for EMR implementation, and we are using

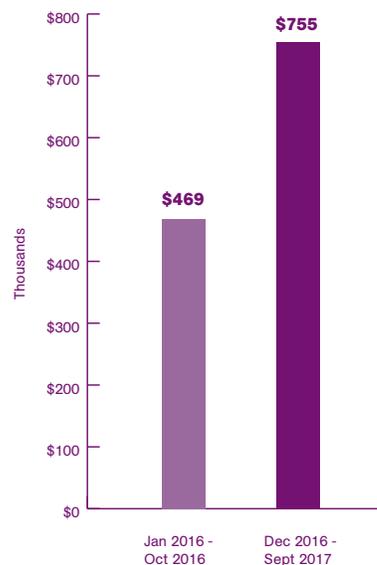
### Average Monthly Prescriptions Filled



\*Added 200 scripts on average month-over-month pre versus post re-design

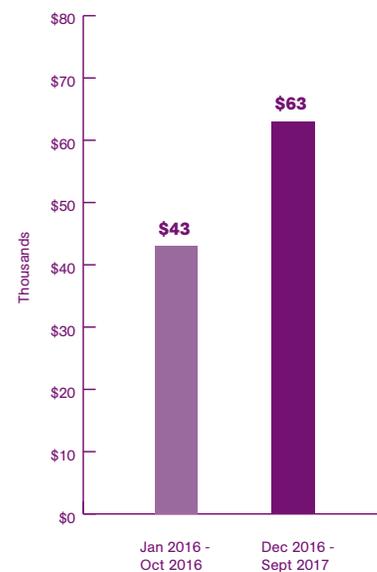
all of the platforms they offer. We receive excellent support from the entire McKesson team, and we're probably the ultimate sticky customer, thanks to their help."

### Revenue Increase



\*Average increase of \$285,521/month (60.8%)

### Profit Increase



\*Average increase of \$20,015/month (46.8%)

### Learn More Today

To learn more about our In-Office Dispensing Solutions for oral therapies, email us at: [dispensing.solutions@mckesson.com](mailto:dispensing.solutions@mckesson.com)