

Retail Pharmacy Insight – More Than A Distribution Channel



Today's retail pharmacy trade represents over 70% of product dispensed for many manufacturers, yet retail pharmacy wrestles with lower PBM/MCO reimbursement, a shortage of pharmacists, the threat of mail service pharmacy, and an aging American population. PHSI provides **Retail Pharmacy Insight** as a training session for pharmaceutical manufacturers to better understand the business dynamics that are in-play at the corner drugstore.

In this course, PHSI will review:

- **Pharmacy Landscape**
 - Rx Processing - Workflow, Pharmacist Shortage, Role of Technicians, Dispensing Errors
 - Reimbursement - Prescription Mix, Third Party Mix, Cost to Fill an Rx
- **Pharmacy Segments**
 - Traditional Chain Pharmacy
 - Supermarket
 - Mass Merchants
 - Independents
 - Mail Service Pharmacy
- **Central Fill and Central Processing in Retail Pharmacy**

- **Cash vs. Third Party Prescriptions**
 - Defining Usual & Customary Pricing
 - Profit Margins
 - Effects of Medicare Discount Cards and Medicare Part D in 2006
- **Defining Success in Retail Pharmacy**
 - Success Indicators - Gross Sales, Gross Margin, Expenses, Inventory, Generic Utilization
 - Rx vs. OTC Sales
- **Future for Retail Pharmacy**
 - Maintenance Medication Filled at Mail Service Rates
 - Central Fill/Central Processing
 - Automation
 - Technicians
 - Medicare Part D in 2006
 - Cognitive Services
- **Benefits of Retail Pharmacy Calls**
 - Competitive Intelligence
 - Pharmacist as Advocate to Prescriber
 - Patient Compliance
 - Conversion Recommendations
 - Pull Through
 - Improve Prior Authorizations



Regardless of whether you are targeting new trainees, a seasoned sales force, or a veteran management team, PHSI will develop customized training solutions and interactive case studies to meet your management goals.

For more information, please contact us at **(412) 635-4650** or visit us on-line at www.pharmacyhealthcare.com.

