

# Capturing All Opportunities: Business Strategies that Drive Pharmacy Growth

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## Learning Objectives

1. Describe different business strategies utilized to drive pharmacy growth.
2. Analyze the various types of pharmacy business models and services associated with revenue generation and cost savings.
3. Evaluate the location of pharmacies and positioning of services within the ambulatory pharmacy enterprise in relation to capturing prescription volumes.

## Background

The University of Toledo Medical Center (UTMC) located in Toledo, Ohio has adopted two distinct business models based on revenue generation and cost savings in an effort to streamline and increase efficiencies of ambulatory pharmacy departments. A simple approach of creating a one-stop-shop care model has launched expansion efforts within the ambulatory enterprise. The design, remodel and relocation of four outpatient pharmacies including specialty services to best position locations in highly trafficked patient care areas has launched a hub in capturing prescriptions from all UTMC clinics. Additionally, increasing direct pharmacist involvement through the placement in ambulatory clinics has served to drive additional volumes and revenues that would be otherwise lost to retail.

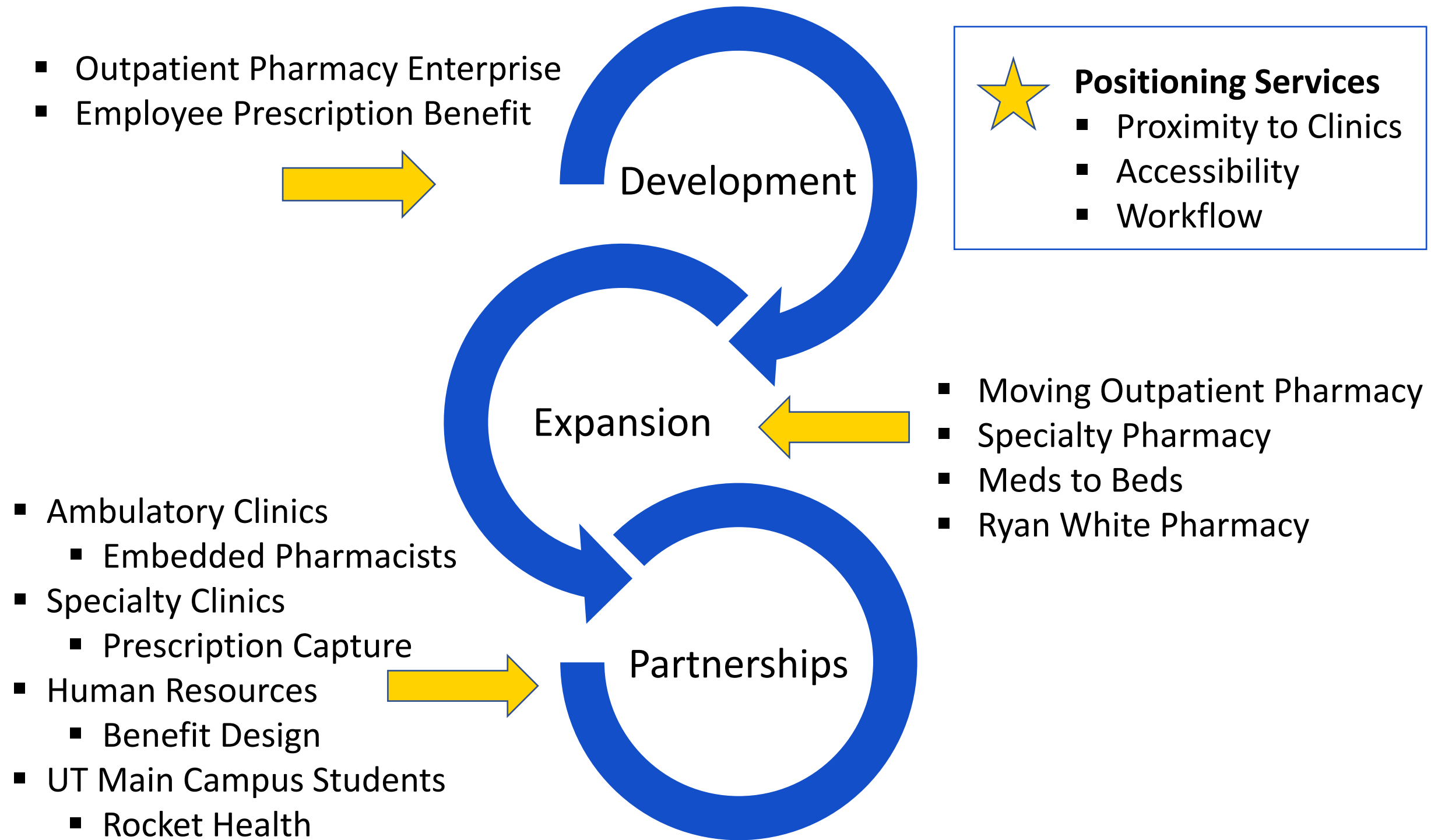
## Intervention Detail

Recognizing a need to capture all opportunities in order to adapt within a market saturated with hospital health systems, ambulatory pharmacy services comprises a large footprint at UTMC integrating in serving employees, students and patients.

### Business Models for Prescription Capture

1. Revenue Generation-Patients and Students
  - Specialty
  - Meds to Beds
2. Cost Savings-Employees
  - Filled at onsite Outpatient Pharmacies

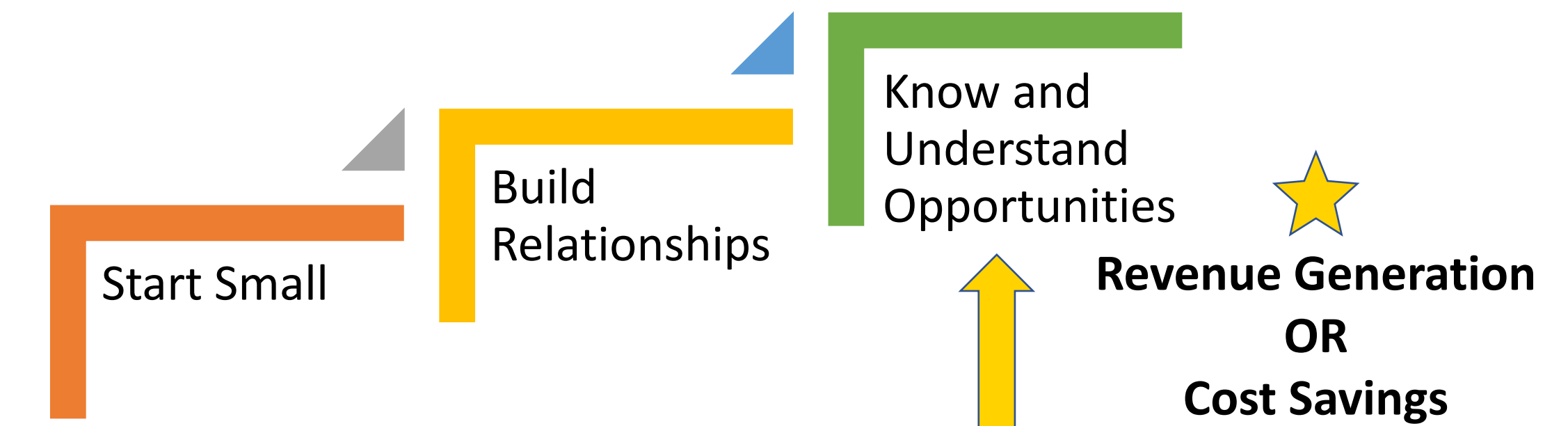
## Business Strategies



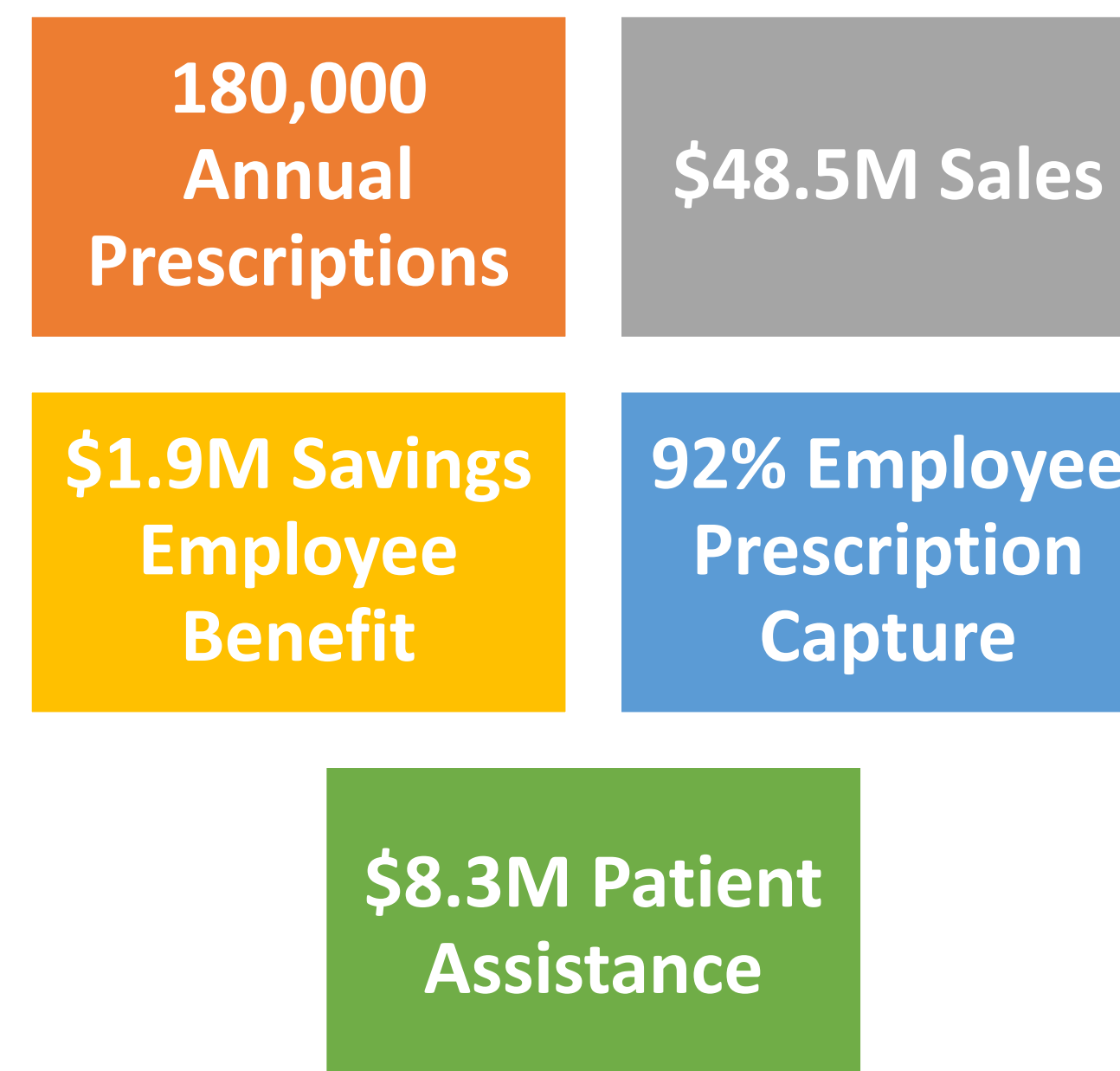
## Future Growth Opportunities

- Addition of Specialties
  - Neurology
- PBM Clinical Programs
  - New for 2022: Prescription Optimization Program (POP)
- Wellness
  - Employee Programming
- Expanding Ambulatory Pharmacist Presence
  - New for 2022: Psychiatry

## Lessons Learned



## Outcomes and Impact: Key Performance Metrics



## Prescription Volume Over Time

