

STUDY RESULTS:

HEALTHIER PATIENTS AND HEALTHIER PROFITS

By Dale Dauten, Syndicated Columnist, King Features

There is a truism in business that the best place to look for new business is to look at current customers. A new study, completed in February of this year, demonstrates just how true that is for retail pharmacies.

In February 2014, Scientific Technologies Corporation (STC) collaborated with a regional drug store chain demonstrating the marketing power of utilizing State Immunization registry data.

The study examined patients coming in for vaccinations, mainly flu shots, and the impact of informatics decision support to enhance immunization rates. Five different stores and eight pharmacists participated, and 66 patient-customers were included during the 3 month long study.

THE FINDINGS:

- **Of those in the state registry, 84% of patients were found DUE or OVERDUE for vaccinations.**
- **On average, each patient-customer needed 4 vaccinations despite coming in for 1.**
- **95% of the time, the easy to access registry platform allowed pharmacists to check a patient's history while adding, on average, 84 seconds to the process.**
- **The pharmacists reported that they found 78% of the patient-customers they queried in the registry.**

THE CONCLUSION:

Lisa Tonrey, former President of the American Pharmacists Association, states *"Immunization compliance can be perceived as an additional burden to the pharmacists' workload, but it is a huge public health and business opportunity. As more pharmacists provide a full range of vaccinations, registry data will be their biggest ally in providing better patient care, connecting to integrated health information, and expanding the health outcomes of their patients and communities."*

"IMMUNIZATION COMPLIANCE is NOT A PROBLEM for retail pharmacies, it is THE BUSINESS OPPORTUNITY OF A LIFETIME."

Todd Watkins

President of Scientific Technologies Corporation

THE FUTURE:

Further, the study found that when the pharmacists had access to the registry data, they felt empowered to make informed recommendations on other vaccinations. The pharmacists in the study received no additional training on how best to obtain patients' immunization history, but by utilizing the immunization registry and having immunization data readily available, 14% of these patients received additional vaccinations as recommended by the pharmacists.

STC is further researching ways to increase the percentage of patients who agree to get up to date on their vaccinations. Todd Watkins, President of STC says, "We believe that as we expand the pharmacists' knowledge of the registry and interoperability with their current pharmacy setting, the percentage of customers who will accept additional vaccinations will quickly double or triple -- to 30 or 40% -- and continue to climb from there."

IMMUNIZATION COMPLIANCE= HEALTHIER PATIENTS, HEALTHIER PROFITS

Compliance with state registry requirements can easily be built into the pharmacists' routine workflow with STC's ImmsLink software. The Pharmacist can log into state registries from inside their electronic medical record or pharmacy management system. The immunization data is bi-directional, allowing the pharmacist to check the patient's immunization history, identify immunization needs, and enter data into the state system in real time.

For updates on using compliance to build your pharmacy's effectiveness, contact **Todd Watkins** at 505-504-0037 or at **Todd_Watkins@stchome.com**