A Shot at Success: Opportunities and Challenges of a Community Pharmacy Based Immunization Clinic

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Disclosures

Justin Wilson and Tim Davis declare no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

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Learning Objectives

Following this presentation, attendees should be able to:

1. Describe the current role of community pharmacists in providing immunizations.
2. Explain the challenges community pharmacists face in regards to workflow, documentation, and patient data sharing.
3. Describe future needs and possible solutions for immunization expansion and data registries.
Program Outline

• Opportunities
• Challenges
• Future Direction
• Questions
Why Immunize?

• Influenza and pneumonia are the fifth leading cause of death for Americans >65yo

• Only 65% adults >65 yo and 26% of high risk individuals between 18-64yo get the flu shot annually

• 36,000 people die and 200,000 people hospitalized with flu yearly

• These are Vaccine preventable diseases!!
Benefits of Vaccination Program

• Improved patient health

• Community need

• Increased revenue for your practice

• Increased sales of ancillary products
Common Vaccines

- Influenza
- Pneumococcal
- Hep A/B
- MMR
- Polio
- TdAP
- Meningitis
- Yellow Fever
- Typhoid Fever
- Shingles
- HPV
- Japanese Encephalitis
Travel Health
More People Are Exposed To Rare or Exotic Diseases

• “The specialty of travel medicine has evolved rapidly as a result of the massive increase in international travel and tourism.

• ...an increasing number of travelers will face the risks of exposure to many infectious diseases across the various geographic regions of the world.”¹
The Centers for Disease Control and Prevention Advises…

• “International travelers should contact health-care providers who provide pre-travel health advice at least 4-6 weeks before departure for current health information and to obtain vaccinations and prophylactic medications.”

Travel Health Service

• Patient Specific Travelers Reports
  • Food and Water borne illness
  • Insect borne illness
  • Safe Travel

• Vaccination
  • Typhoid Fever
  • Yellow Fever
  • Adult Vaccinations
YELLOW FEVER SUMMARY

Based on a Round Trip with United States as the Home Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Transm. Risk</th>
<th>Required From</th>
<th>For Age &amp; Older</th>
<th>See Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED STATES</td>
<td>No</td>
<td>None</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>ANGOLA</td>
<td>Yes</td>
<td>All</td>
<td>1 yr.</td>
<td></td>
</tr>
</tbody>
</table>

Requirement: Official certification of vaccination is required for entry by a country on this itinerary sequence for persons of the stated age or older. Health-related requirements for a visa may be different, if a visa is necessary, be sure to inquire when applying (up-to-date requirements are not always listed on forms or web sites).

Recommendation: Yellow fever vaccination is recommended as a protective health measure for travelers at risk when visiting a country on this itinerary. See “Country-Specific Recommendations” below.

Country-Specific Recommendations

Use daytime insect precautions where vaccination is recommended.

- Angola
  - Recommended for all travelers over 9 months of age.

Additional Requirement & Status Information

- Angola
  - Requirement: A yellow fever vaccination certificate is required for all travelers over 1 year of age.
# Immunization Marketing Calendar

<table>
<thead>
<tr>
<th>Year Round</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult: Tdap, Pneumococcal, Zoster</td>
</tr>
<tr>
<td>Adolescent: Tdap, HPV, Meningococcal, Hep A, Hep B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Back To School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meningococcal, Tdap, Hep A, Hep B, HPV, MMR, Varicella</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow Fever, Typhoid, Japanese Encephalitis, Rabies, Influenza, Meningococcal, Polio, Tdap, Hep A, Hep B, MMR</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Influenza Season</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influenza, Tdap, Pneumococcal, Zoster</td>
</tr>
</tbody>
</table>

**Marketing**

**Peak Marketing**
Ancillary Products

Pre-Travel Checklist

First Aid Items:

☐ Absorbent cotton
☐ Absorbent gauze
☐ Tape
☐ Alcohol swabs
☐ Antiseptic
☐ Adhesive bandages
☐ Cotton swabs
☐ Antibiotic ointment/cream

Additional items:

☐ Sunscreen (SPF >15)
☐ Lip balm
☐ Insect repellant (with DEET)
☐ Insect bite medicine
☐ Antiseptic hand gel/soap
☐ Oral thermometer
☐ Dental Floss
☐ Petroleum Jelly
☐ Sunglasses
☐ Tweezers
☐ Scissors

Medications:

☐ Copy of all personal meds
☐ Antacid
☐ Antidiarrheals
☐ Pepto-Bismol
☐ Laxative
☐ Antinausea/motion sickness
☐ Antihistamine (i.e. Benadryl)
☐ Antimalarials
☐ Cough Medicine
☐ Throat Lozenges
☐ Tylenol
☐ Ibuprofen
☐ Decongestant
☐ Eye drops (lubricants)
☐ Skin Care products
☐ Hydrocortisone Cream

☐ Travel Health Consultation

See Pharmacist for most up to date Vaccine and Travel Recommendations
Improved Revenue Stream

• Valu-Med Pharmacy
  • 1/1/13-12/31/13
    • 1800 vaccines given
    • Acq cost ~$50,000 with retail of ~$90,000 = $40,000 profit
    • 1386 were Influenza accounting for $20,000 of profit

• Beaver HealthMart Pharmacy
  • 1/1/13-12/31/13
    • 500 vaccines given
    • Acq cost ~$35,000 with retail of ~$47,500 = $12,500 profit
    • Only 100 were Influenza
Challenges Providing Immunizations

• Variability in State Laws
  • Which immunizations are pharmacists allowed to give?
  • No national/standardized registry

• Competition with other Health Care Providers

• Workflow issues
Future Solutions/Direction
Defined
PharmAdmin is the technology neutral solution to coordinate and support injectable administration activities in community retail pharmacies.

- Administration Support
  - Vaccines
  - Injectable Medications
- Patient Management Registry
- State Registry Interface
- Revenue Opportunities
- Product Sourcing Assistance
- Operational Guidance
- Practitioner Learning and Training Initiatives
  - Referral Network
  - Adherence Strategy Application

American Society for Automation in Pharmacy
2015 Annual Conference
January 22–24 • St. Pete Beach, Fla. • www.asapnet.org • #ASAPAnnual
PharmAdmin

Network Platform allows for:

- Patient Registry
- Performance Outcome Monitor & Reports
- Patient Surveillance Tools/Training
- Interventions for Improvement
- Care Coordination
Questions??