



# Medicine · On · Time<sup>®</sup>

— The Dose —



**We Simplify  
Medication Management**



August 2017



# MOT Summer Solutions



It's hard to believe we are wrapping up the summer months. We have been working hard this summer to provide you even more materials that you can leverage on your website and in your pharmacy. This month we introduce new website elements you can begin to implement today. We encourage all MOT customers to include the MOT solution on your website. This is a great way to showcase your pharmacy's MOT solution and educate patients and facility staff on the benefits.

We're excited to introduce you to Rapps pharmacy this month as the Pharmacy profile and join us in celebrating their 1,00,000,000 prescription filled.

Are you backing up your pharmacy data? The Customer Support team provides an easy "How To" for keeping your information safe.

We have a lot to talk about this month.  
Read on for more!

# Marketing Roundup

We're excited to release a new version of our MOT Customer Marketing Suite. This kit contains all the materials you need to market your Medicine-On-Time Solution to your community, Facilities, Home Health Agency, Physician's Group, Patients and beyond.

## It's time to update your website.

Is your website in need of a refresh? Now is the perfect time! We have all the materials you need to showcase your MOT solution online. Within the MOT Customer Marketing Suite, you can find messaging, product shots and information you can leverage on your website. Also included are Facebook ads.

## Request new materials now.

Request your download now! Please send an email to [marketing@medicineontime.com](mailto:marketing@medicineontime.com) to receive your new and updated marketing materials.

## Not sure where to begin?

If you're not sure where to begin with your marketing efforts we can help. Gina VonEye, Director of Marketing can step through the materials with you and offer suggestions to get you started or help you expand your current efforts. Send her an email for your free 30-minute consultation. [gina.voneye@medicineontime.com](mailto:gina.voneye@medicineontime.com)





# The World Health Organization

Fighting Mistakes, Improving Lives



The World Health Organization has found that medication errors cause at least one death every day and injure approximately 1.3 million people annually in the United States of America alone. These are not minor consequences and often can lead to additional complications or even death. Their findings have caused them to take action against these errors, by launching a global initiative to reduce severe, avoidable medication-associated harm in all countries by 50% over the next 5 years.

Every person around the world will at some point in their life take medicines to prevent or treat illness. Advances in healthcare have made it so that these medications are available to improve patients' lives. However, medicines do sometimes cause serious harm if taken incorrectly, monitored insufficiently or as the result of an error, accident or communication problems.

The World Health Organization has found that both health workers and patients can make mistakes that result in severe harm, such as ordering, prescribing, dispensing, preparing, administering or consuming the wrong medication or the wrong dose at the wrong time. The important thing to note is that all medication errors are potentially avoidable. Preventing errors and the harm that results requires putting systems and procedures in place to ensure the right patient receives the right medication at the right dose via the right route at the right time.

Just like the World Health Organization, Medicine-On-Time is committed to reducing medication errors. With our simple, color-coded calendar cards, medications are packaged into the proper dosages and clearly labeled for easy, consistent compliance. The many benefits of Medicine-On-Time improve the quality of life for patients and the ones they love with the following:

- Accurate, manageable medication solution
- Decreased gaps in medication therapy
- Fewer hospital visits
- Infrequent trips to the pharmacy
- Maintained independence
- Higher levels of care and connection
- Reduced burden on family and caregivers
- Lowered nursing home admission by 66%

Medication errors are not minor mistakes. By striving to reduce these errors by 50% over the next five years, the World Health Organization is taking one giant leap towards improving patient safety. Medicine-On-Time has built a business around doing just that - saving lives, one patient at a time.





# Pharmacy Profile

Hitesh Patel – Rapps Pharmacy



At Medicine-On-Time, we have no shortage of phenomenal pharmacies and passionate owners. They each have their own qualities that make them stand out for the patients they serve. Rapps Pharmacy in Plainfield, New Jersey is certainly no exception. We sat down with Hitesh Patel, pharmacist and business partner, to discuss what makes Rapps Pharmacy succeed and how Medicine-On-Time helps them reach those goals.

*How many patients did you begin with and how many do you have now?*

We began with around 50 patients and now our patient count stretches over 1,000 and still growing.

*Medicine-On-Time offers customization based on your pharmacy's needs and the needs of your patients. How do you use this to your advantage?*

It's a powerful system that helps my staff get work done quickly. We have an "assembly line" of techs. If there is a challenge they face, it can be handled right at the source because they are already heavily involved. This efficiency has allowed the business to grow in other areas.

*How do you handle prescription changes within the facilities you service?*

Patient's medication changes happen. MOT allows my staff to add, edit or delete a prescription easily. For new prescriptions, we make a new card and then add the new prescription to the full card during the next cycle. We work closely with the nurses at each facility. By doing that, we have built relationships and they take us with them if they leave and go to another facility.

*When you reflect on where you started with MOT and where you are now, what advice would you give a new MOT pharmacy?*

Reach out to the MOT staff if you have questions. Everyone is very accommodating and reachable. Invest in your people and allow them to really learn the system. When they need help, use the MOT Customer Support team to your advantage. They are your first-line of attack and available if you need them.

*Anything else you would like to share about your pharmacy?*

We just filled our One millionth prescription!

Hard work and taking the time to foster relationships have turned this local pharmacy into a gem! Medicine-On-Time's powerful system was able to help Rapps Pharmacy grow tremendously over the years. At over one thousand patients and one million prescriptions, they've come a long way - but with the support of Medicine-On-Time they can reach for higher goals!





# Human Interaction:

## How Pharmacies Can Build Revenue Through Patient Interaction



**PARTNER ARTICLE WRITTEN BY ELEMENTS MAGAZINE**

You can't easily measure the effects of human interaction, so it's easy to overlook it as a way to boost revenue. Too much time socializing may even be viewed by some as a detriment to the bottom line.

From a numbers perspective, meaningful interaction with patients steals precious time and energy from quantifiable revenue-building activities, like filling scripts and optimizing purchasing.

"Your ROI is based on sales and numbers. How many scripts did you fill today? What are your profits? All of this is data-driven," said Brittany Benson, manufacturer research specialist at Hamacher Resource Group (HRG), a leading partner in category management, business strategy and marketing services focused on consumer health care at retail. "Sometimes those data-driven tasks end up driving decisions instead of other, more intangible, factors that are important to you and your patients."

For independent community pharmacies, great human interaction is a key ingredient to financial success. Human interaction builds relationships, which leads to loyalty and retention. "People go to independent pharmacies because of the relationship they have with the staff there," Benson said. "Independents get to know the customers better, build trust, and that's what pulls those customers back."

Megan Moyer, senior marketing communications specialist at HRG, adds that human interaction not only leads to retention but also generates new customers and sales. "It could lead to great word-of-mouth, which means you're going to expand your business," she said.

And, the financial benefits extend beyond current patients. "Think about the generational sales of their family," said Sean Grudzinski, product research and analysis manager at HRG. "You're talking about not just helping and providing solutions for that patient but also providing those same services and solutions for their kids and their kids. And that is definitely unique."

More than a boost to your bottom line, human interaction improves patients' health by providing a support system they can count on. "The independent pharmacy could be the only place they're receiving support in their health care journey. And it could be a blessing to them to have someone showing they care," Benson said.

And that interaction builds a more holistic brand for the pharmacy. "It's that perception of the pharmacy as being the place where you go to be cared for," Moyer said, "and that they're a partner in wellness."

## **Making interactions personal**

Great human interaction isn't simply placing bodies on the pharmacy floor to direct patients to the right aisles or to the pharmacy counter. It's behavior that treats patients as valuable people whose well-being matters. "It's those human elements of what it means to think about another person and figure out how you can best serve them that day," Benson said.

Human elements like compassion, understanding, awareness, listening and observing are how you show patients respect. These manifest even in small ways. For example, showing respect to a patient by being honest and upfront about a wait time. "Even if the pharmacist can't meet the patient's need at the moment, they can offer them that human acknowledgment of, I see you, you're important, and I'm sorry but it's going to take this long before we can address your need," Benson said.

## **Creating better human interaction**

It's easy to talk about creating better human interaction, but practicing it is another thing. Engaging with people doesn't always come naturally, and it's often not top-of-mind.

Benson said to start by making it a priority. Once human interaction is your pharmacy's main focus, it becomes the lens through which you see every facet of your business and "something you'll consider when making all your decisions."

Cohesion is another necessary element. "When you have a cohesive team, you have the support system in place and everyone can focus on their own strengths," Benson said. "You can free the pharmacist to do what they're great at and what they need to be doing for the patient."

But for the best human interaction, the team needs to be well-trained. A team with training in communication will have the ability and confidence to interact with any patient who comes into the pharmacy. They'll be prepared for whatever situation a patient brings and can navigate sensitive issues.

“Every employee’s interactions with a patient are a direct reflection of you and the store. Creating consistency through training will further enhance your brand,” Grudzinski said.

## **Navigating sensitive topics**

Health is a sensitive business. Some patients prefer privacy. Others want to speak but are too shy or embarrassed. Effective human interaction creates safe opportunities for patients to speak and respects the privacy of those who don’t.

Much of the time, determining what the patient in front of you wants requires communication beyond speech—the nonverbal communication, Benson said. People’s expressions and body language can say a lot.

But the only way to notice those details is by switching from task mode to patient mode.

“You have to be able to care about the patient more than your own feelings,” Benson said. “Sometimes you have to switch your modes mentally from ‘I’m doing scripts’ to patient mode and think about what you need to do differently when interacting with a patient.”

Whether patients are shy or don’t want any interaction, taking the time to look at them and listen is key to meeting their needs.

“Give them your full attention, look them in the eye, and provide them the opportunity to share,” Moyer said. Benson added, “It’s amazing what people start to share when you stop talking.”

This works even for reserved patients because it fosters a welcoming and caring environment. “You can’t be everything to everyone,” Benson said, “but you can control the type of environment you want your pharmacy to have.”

## **Finding time for more**

In a pharmacy, busyness is the norm. When work responsibilities pile up, it’s easy to forget to prioritize human interaction.

“Sometimes the stress of everything can build up,” Benson said. “If you’re mindful of how it’s affecting you or how it can be affecting your patients, you can figure out how to switch your focus back to your main priority for the day, which is offering great health care and great interactions with everyone who comes into your store.”

Delegation may be the best cure for busyness.

“Pharmacists should give ownership to others within their business to, say, manage their front end, their purchasing or their assortment,” Grudzinski said. “The reality is they can’t do it all, and when they try to, customer interaction may suffer.”

Moyer suggests getting creative and fostering human interaction outside of normal business hours. For example, offer educational seminars on health and wellness topics. Or, host an open house where you walk people around the store and show them your unique products and services. “If they make a commitment to these types of events, where they’re focused on interaction with patients, it can make up for the inability to make those connections during a typical work day,” Moyer said.

Ultimately, if the pharmacist prioritizes human interaction and creates a cohesive team, Benson said, the staff will naturally carve out time during the day for quality human interaction amidst other tasks.

### **3 Easy Ways to Improve Interaction**

Making your patients feel cared for doesn’t require grand gestures. Give these three simple interactions a try.

#### **1. See patients, not customers**

Bringing human elements to human interaction begins with your perception, said Sean Grudzinski, product research and analysis manager at Hamacher Resource Group.

It starts with simply seeing customers as patients.

#### **2. Ditch the counter**

“One of the best ways to improve human interaction is to get out from behind the counter,” Grudzinski said. “Talk to your patients whenever you can. Make it a priority and part of your daily routine.”

#### **3. Know your patients by name**

“Learn their names and recognize them by name,” he said. “That’s one of the first things to do. You should know almost everybody’s name coming into the pharmacy. That goes a long way to improving human interaction.”



# Software Tips & Tricks

We've Got Your Back



Having a backup plan before trouble starts is the number one measure you can take to save yourself from disaster. With the pharmaceutical industry becoming so technologically driven, it is now more important than ever to back up your files. This month, we've pulled together a few tips to protect your files - and your sanity.

## Backing Up Using I-Drive

One way to back up your files is the use of I-Drive. This is a cloud-based platform, meaning that the data is stored off-site. These types of backups are more secure and reliable for your business needs. If anything happens to the server, whether it's physical damage or software, data can be retrieved from the off-site cloud server. To recover your data, simply log in to your account and start downloading your files.

I-Drive backups are scheduled by you to fit your needs Monday through Sunday. You can select the time when the backup is performed, which will run in the background. There is a small yearly fee for this service after the first year.

## Backing Up Using a USB/Flash Drive

Before the cloud services were readily available, the use of a USB/Flash Drive was the traditional way of backing up data. The backup is performed on a flash drive that is then stored in a secure place in your pharmacy. You should be sure to store the drive in a place where no one else can take it (accidentally or otherwise). If your pharmacy were ever to become burglarized, losing your equipment/drives would mean losing all your data.

This method can be used along with the cloud-based backup method for additional security. Both types of backups can be performed on the same day, at the same time.



Medicine · On · Time®  
Filled With Confidence

# Want More Information?



Medicine-On-Time is improving the quality of life for patients and their care providers. Find out more about how Medicine-On-Time can bring simplicity to your life.

Contact Us Today!

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