

Maximize Solutions: Use Your Pharmacy's Assets to Meet Patient Needs

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Foodland Discount Pharmacy

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Faculty Disclosure

Matt Colvin reports no actual or potential conflicts of interest associated with this presentation.

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Learning Objectives - Pharmacist

Upon successful completion of this activity, **pharmacists** should be able to:

- Discuss competitive advantages inherent to community pharmacy
- Discuss common seasonal and requested over the counter product categories to meet patient needs
- Outline methods to identify existing and new patients for pneumococcal, tetanus, pertussis, hepatitis and other vaccines
- Conduct short individualized assessments to effectively screen patients for recommended preventive and self-care products, services and education
- Utilize powerful tools to promote your pharmacy's services

Learning Objectives - Technician

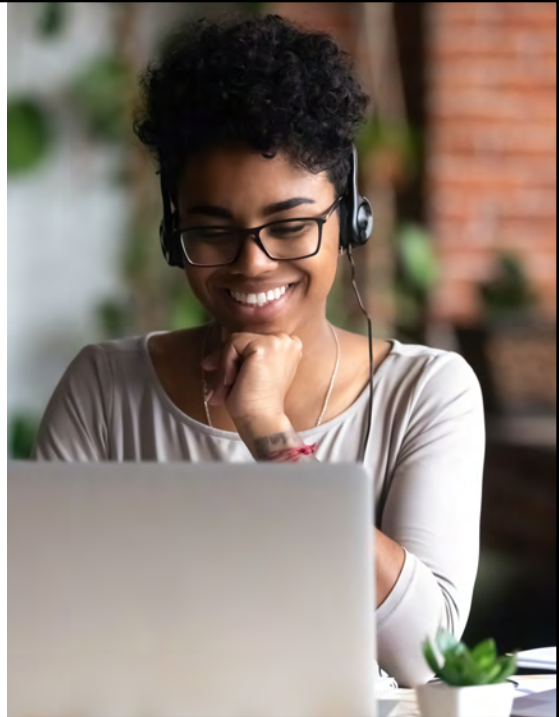
Upon successful completion of this activity, **pharmacy technicians** should be able to:

- Discuss competitive advantages inherent to community pharmacy
- Discuss the importance of effectively screening patients for recommended preventive and self-care products, services and education
- Discuss common seasonal and requested over the counter product categories to meet patient needs
- Recall methods to identify existing patients and other candidates for pneumococcal, tetanus, pertussis, hepatitis and other vaccines
- Utilize powerful tools to promote your pharmacy's services

Tell me about you.

My primary role is:

- a. Staff pharmacist
- b. PIC
- c. Owner
- d. Pharmacy Technician
- e. Other



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An Evolving Health Care System



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What's in the News?

- *This is How Amazon Could Invade the Pharmacy Business*
- *Anthem Partners with CVS to Launch new PBM*
- *CVS to Buy Aetna for \$69 Billion in a Deal that May Reshape the Health Industry*
- *Amazon, Berkshire Hathaway and JPMorgan Team up to Try to Disrupt Health Care . . .*
- *And all things COVID-19*

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Threats...or Opportunity?

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Community Pharmacy's Competitive Advantage

Medication Experts in a Local,
Retail Environment

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**Which of the following
services does your
pharmacy offer?**

- a) Medication Synchronization?
- b) Influenza Immunization?
- c) Other Immunizations?
- d) Proactive OTC Assistance?
- e) More than one of the above



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How do you market those services?

- Take a moment to consider and/or jot down your current marketing strategy
 - What has worked well?
 - What have you tried that has not been effective?

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Medication Experts

- Accessibility: Guide to patients' navigating their medication needs
- Community Resource: Guide to your community's medication needs
- Partners: Guide to your prescriber's medication needs

Medication Experts **who provide a service**; not just a product



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The Future is Now

Historical Role: Community Pharmacy

- Serve customers
- Right drug, bottle, label
- Dispensing process: Fast, accurate and volume driven

Current Role: Community Pharmacy

- Serve patients, prescribers and payers
- Appropriate medication, correct administration, achievement of therapeutic outcome
- Dispensing process: technician led, appointment-based care, outcome improvement

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What's not being said



Pharmacist-
Patient
Relationships



Therapeutic
Outcomes



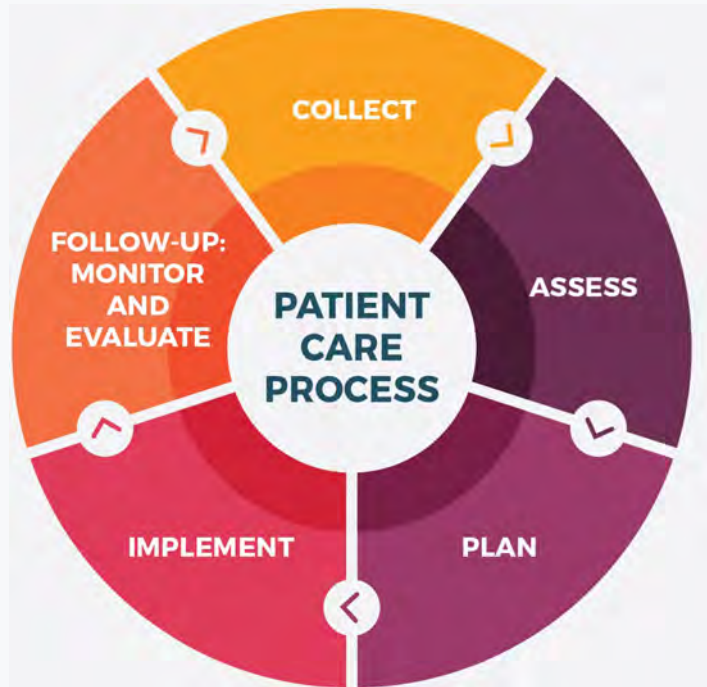
Quality
Patient
Care



Prescriber
Partnerships

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Engaging Patients



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Example



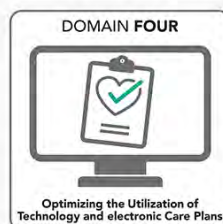
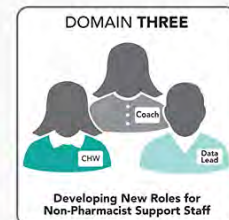
Pick up: lisinopril

- **Collect:** Current BP, goal BP, past treatment, symptoms, etc.
- **Assess:** Check BP; obtain goal from PCP
- **Plan:** Check BP at home
- **Implement:** Share note with PCP
- **Follow up & Monitor:** BP to goal

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The Future of Pharmacy is NOW

Moving beyond filling prescriptions at a moment in time,
to caring for patients over time.



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Medication
Synchronization
to
Maximize Solutions

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Medication Synchronization

Improves Adherence and Supports Enhanced Services

Patients get all medications at one time

Prescriber calls all done at one time

Pharmacy team is proactive

Pharmacist provides Medication Mgmt

Patients receive better care

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Maximize YOUR solutions

Engaging Patients

Leverage the Care Time Med Sync Provides

Collect → Assess → Plan

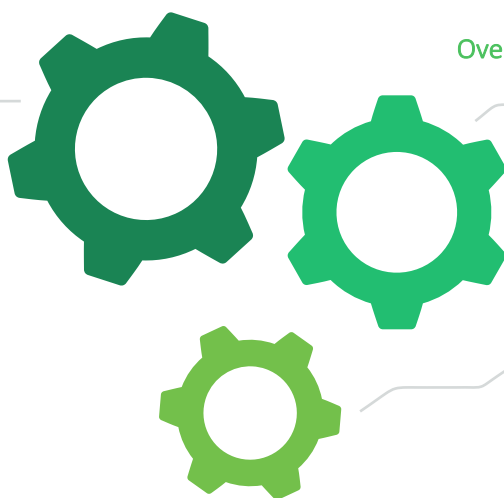
Implement and Follow up

Over-the-Counter Medications

\$34 Billion Dollars each year
> 70% of all illness episodes are addressed with self-treatment

Patient Care

OTC medicines provide AFFORDABLE treatment options



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Over-the-Counter Medications to Maximize Solutions

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How do you provide OTC assistance currently?

- a) Keep seasonal and common OTCs by check out
- b) Review OTC needs during pre-appointment med sync call
- c) Assess the patient at each prescription pick up
- d) Offer ancillary OTC items based on prescriptions dispensed
- e) More than one of the above



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OTC Fact Match:
***How much do US
Households spend on
OTC medications each
year?***

- a) \$152 million
- b) \$256 million
- c) \$338 million
- d) \$624 million



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Household Use of Over-the-Counter Products

- Provides relief for estimated 60 million people who otherwise would not seek treatment
- US households spend about **\$338 per year** on OTC products
- 81% use OTC medicines as a **first response** to minor ailments
- 93% prefer to treat a minor ailment with OTC medicines *before seeking professional care*
- 86% believe responsible OTC use lowers healthcare costs
- 91% of physicians believe OTC medications are effective and safe

*Adult use of OTC products

Statistics on OTC Use. CHPA website available at <https://www.chpa.org/MarketStats.aspx>. Accessed 9/20/20.

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OTC Fact Match:
How many trips are taken to a retail setting to purchase OTC products each year?

- a) 2.4 million
- b) 2.4 billion
- c) 5.6 million
- d) 2.9 billion



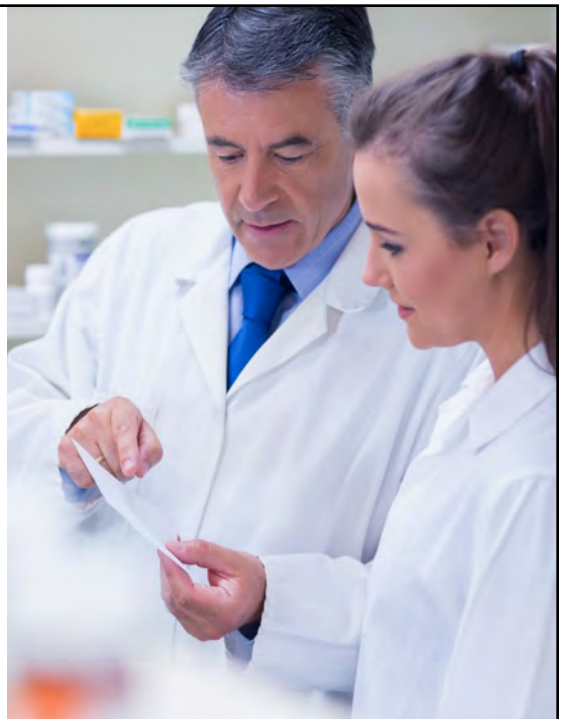
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Over-the-Counter Marketplace

- 400 active ingredients
- 700 therapeutic uses
- 100,000 drug products

2.9 billion retail trips each year to purchase OTC products

Sobotka J, Kochanowski B. Self-care and Nonprescription Pharmacotherapy. In: Krinsky DL, et al. Handbook of Nonprescription Drugs. APhA. 2018.



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Nearly 70% of parents
have given their child
an OTC medicine
late at night
to help treat
a sudden medical symptom

<https://www.chpa.org/MarketStats.aspx>. Accessed 9/20/20.



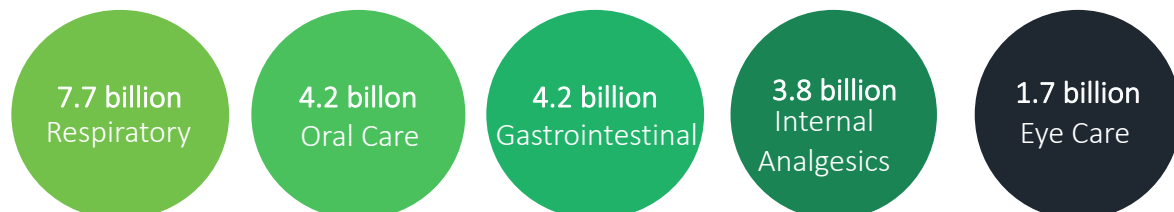
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Top 5 OTC Categories

Overall, \$34.4 billion in OTC Sales (2017)

Save \$5.2 billion annually if half of the unnecessary visits to primary care physicians were avoided by more self-care, including greater use of OTC medicines.



Sobotka J, Kochanowski B. Self-care and Nonprescription Pharmacotherapy. In: Krinsky DL, et al. Handbook of Nonprescription Drugs. APhA. 2018. OTC Retail Sales. CHPA website available at <https://www.chpa.org/OTCRetailSales.aspx>. Accessed 4/26/18.

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A Tremendous Opportunity for Community Pharmacy

- 70-90 % of all illness episodes are addressed with self-treatment
- Consumers make 26 trips annually to purchase OTC products
 - Average yearly physician visits: three times each year
 - There are ~54,000 pharmacies in the US, there are more than 750,000 retail outlets that sell OTC products.
- 85 % of parents prefer to treat their children's minor ailments with an OTC medicine before seeking professional care

<https://www.chpa.org/MarketStats.aspx>. Accessed 9/20/20.

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Community Pharmacy's Competitive Advantage



The Medication Guide

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Providing an OTC Recommendation

- Quickly and accurately assess the patient
- Establish if the patient is an appropriate self-care candidate
- Suggest self-care strategies
- Talk with the patient

Divine H, McIntosh T. Pharmacists' Patient Care Process in Self-Care. In: Krinsky DL, et al. Handbook of Nonprescription Drugs. APhA. 2018.

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<u>Symptoms</u>	What are the main and associated symptoms?
<u>Characteristics</u>	What is the situation like? Is it changing?
<u>History</u>	What has been done so far? Has this ever happened before, and, if so, what was done then? What was successful; what wasn't?
<u>Onset</u>	When did it start?
<u>Location</u>	Where is the problem?
<u>Aggravating factors</u>	What makes it worse?
<u>Remitting factors</u>	What makes it better?
<u>Medications</u>	Prescription and nonprescription as well as complementary and alternative products
<u>Allergies</u>	Medications and other substances
<u>Conditions</u>	Coexisting health conditions

Divine H, McIntosh T. Pharmacists' Patient Care Process in Self-Care. In: Krinsky DL, et al. Handbook of Nonprescription Drugs. APhA. 2018.

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Case: Pediatric Population

18-month-old female, Nora

- Presents with her mother for an Amoxicillin prescription to treat otitis media
- Nora's mother would like you to recommend an OTC product to help with the pain.
- What questions do you have for Nora and her mother?



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Case: Pediatric Population

What questions do you have for Nora's Mother?

- Symptoms: Pulls on both ears, yellow/brown discharge from both ears
- Characteristics: Unknown
- History: Previous ear infection at 12 months
- Onset: About 2 days ago, in the late evening
- Location: Both ears
- Aggravating factors: none
- Remitting factors: none
- Medications: none (Amoxicillin)
- Allergies: none known
- Coexisting medication conditions: none known



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3 OTC Options



Motrin Infant Drops picture taken from <https://www.walgreens.com/store/c/infants'-motrin-ibuprofen-oral-suspension-concentrated-drops-dye-free-drops-original-berry/ID=prod366127-product>.

Infants' Tylenol picture taken from <https://www.walgreens.com/store/c/infants'-tylenol-acetaminophen-oral-suspension-grape/ID=prod350171-product>

Kids Earache Relief picture taken from <https://www.walgreens.com/store/c/similasan-kids-ear-relief-drops/ID=prod3179194-product>

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Which product would you recommend?

- a) ibuprofen
- b) acetaminophen
- c) homeopathic agent
- d) None of the above



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OTC Option 1: ibuprofen

Drug Facts (continued)

Warnings
Allergy alert: Ibuprofen may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include:
 ■ hives ■ difficulty breathing
 ■ swelling (face, lips, tongue, or throat) ■ rash ■ dizziness ■ nausea ■ vomiting
 If an allergic reaction occurs, stop use and seek medical help right away.
Stomach bleeding warning: This product contains an NSAID, which may cause severe stomach bleeding. The chance is higher if your child:
 ■ has had stomach ulcers or bleeding problems
 ■ takes a blood-thinning (anticoagulant) or aspirin drug
 ■ takes other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others)
 ■ takes medicine for a longer time than directed
 Heart failure and stroke warning: NSAIDs, except aspirin, increase the risk of heart attack, heart failure, and stroke. These can be fatal. The risk is higher if you use more than directed or for longer than directed.
 Severe throat warning: Severe or persistent sore throat or sore throat accompanied by high fever, headache, nausea, and vomiting may be serious. Consult doctor promptly. Do not use more than 7 days or administer to children under 5 years of age unless directed by doctor.
Do not use
 ■ if the child has ever had an allergic reaction to ibuprofen or any other pain reliever/fever reducer
 ■ right before or after heart surgery
 Ask a doctor before use if:
 ■ stomach bleeding/warning applies to your child
 ■ child has a history of stomach problems, such as heartburn
 ■ child has problems or serious side effects from taking pain relievers or fever reducers
 ■ child has not been drinking fluids ■ child has lost a lot of fluid due to vomiting or diarrhea
 ■ child has high blood pressure, heart disease, liver cirrhosis, kidney disease, or had a stroke
 ■ child has asthma ■ child is taking a diuretic
 Ask a doctor or pharmacist before use if the child is:
 ■ under a doctor's care for any serious condition ■ taking any other drug
 When using this product: ■ take with food or milk if stomach upset occurs
Stop use and ask a doctor if:
 ■ child experiences any of the following signs of stomach bleeding:
 ■ hives ■ dark stools ■ fast body or black stools
 ■ has stomach pain that does not get better ■ chest pain ■ trouble breathing
 ■ weakness in one part or side of body ■ slurred speech ■ leg swelling
 ■ the child does not get any relief within first day (24 hours) of treatment
 ■ fever or pain gets worse or lasts more than 3 days
 ■ redness or swelling is present in the painful area ■ any new symptoms appear

Drug Facts (continued)

Directions
 ■ this product does not contain directions or complete warnings for adults/teens
 ■ do not give more than directed
 ■ shake well before using
 ■ first right dose on chart below. If possible, use weight to dose, otherwise use age.
 ■ mL = milliliter
 ■ measure with the dosing device provided. Do not use with any other device.
 ■ dispense liquid slowly into the child's mouth, toward the inner cheek.
 ■ if needed, repeat dose every 6-8 hours
 ■ do not use more than 6 times a day.

Dosing Chart

Weight (lb)	Age (mos)	Dose (mL)
under 6 mos		ask a doctor
12-17 lbs	6-11 mos	1.25 mL
18-23 lbs	12-23 mos	1.875 mL

Other information
 ■ store between 20-25°C (68-77°F)
 ■ do not use if carton tape is imprinted "SAFETY SEAL" or bottle wrap is imprinted "SAFETY SEAL" and "USE WITH ENCLOSED DOSING DEVICE ONLY" is broken or missing
Inactive ingredients: anticholinergic acid, caramel, FD&C red no. 40, flavors, glycerin, polyethylene glycol, pregelatinized starch, purified water, sodium benzoate, sorbitol solution, sucrose, xanthan gum.
Questions or comments?
 Call 1-877-495-5865 (toll-free) or 1-215-275-4955 (collect).

Drug Facts

Active ingredient (in each 1.25 mL)
 ibuprofen 50 mg (NSAID)
Purpose
 Pain reliever/fever reducer
Nonsteroidal anti-inflammatory drug

Uses temporarily:
 ■ reduces fever
 ■ relieves minor aches and pains due to the common cold, flu, sore throat, headaches and toothaches

Drug Fact Label picture taken from
<https://dailymed.nlm.nih.gov/dailymed/drugInfo.cfm?setid=c2302bfe-b367-4867-b803-29f066a42dc7>.

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OTC Option 2: acetaminophen

Drug Facts		Drug Facts (continued)	
Active ingredient (in each 5 mL) Acetaminophen 160 mg		Purpose Pain reliever/fever reducer	
Uses: Temporarily relieves minor aches and pains due to: • the common cold • flu • headache • sore throat • toothache		Warnings: • Do not use if you have ever had an allergic reaction to acetaminophen or any of the inactive ingredients in this product. • Ask a doctor before use if your child has liver disease. • When using this product do not exceed recommended dose (see overdose warning). • Stop use and ask a doctor if: • pain gets worse or lasts more than 5 days • fever gets worse or lasts more than 3 days • new symptoms occur • redness or swelling is present • there could be signs of a serious condition. • Keep out of reach of children. • Overdose warning: In case of overdose, get medical help or contact a Poison Control Center right away. (1-800-222-1222) Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms. Directions: • This product does not contain directions or complete warnings for adult use. • Do not give more than directed (see overdose warning). • Shake well before using. • mL = milliliter. • Do not shake more than directed. If possible, use weight to dose; otherwise, use age. • Push up and out of cap; insert syringe by twisting the cap. • If bottle upside down, pull yellow part of syringe to collect dose. • Dispense liquid slowly into child's mouth, toward inner cheek.	
Warnings: Liver warning: This product contains acetaminophen. Severe liver damage may occur if you: • take more than 5 doses in 24 hours, which is the maximum daily amount • take other drugs containing acetaminophen • take any other drug containing acetaminophen (prescription or nonprescription). If you are not sure whether a drug contains acetaminophen, ask a doctor or pharmacist. • If you take a large dose of acetaminophen or any of the inactive ingredients in this product. • Ask a doctor before use if your child has liver disease. • Do not use: • with any other drug containing acetaminophen (prescription or nonprescription). If you are not sure whether a drug contains acetaminophen, ask a doctor or pharmacist. • If you take a large dose of acetaminophen or any of the inactive ingredients in this product. • Ask a doctor before use if your child has liver disease. • When using this product do not exceed recommended dose (see overdose warning). • Stop use and ask a doctor if: • pain gets worse or lasts more than 5 days • fever gets worse or lasts more than 3 days • new symptoms occur • redness or swelling is present • there could be signs of a serious condition. • Keep out of reach of children. • Overdose warning: In case of overdose, get medical help or contact a Poison Control Center right away. (1-800-222-1222) Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms. Directions: • This product does not contain directions or complete warnings for adult use. • Do not give more than directed (see overdose warning). • Shake well before using. • mL = milliliter. • Do not shake more than directed. If possible, use weight to dose; otherwise, use age. • Push up and out of cap; insert syringe by twisting the cap. • If bottle upside down, pull yellow part of syringe to collect dose. • Dispense liquid slowly into child's mouth, toward inner cheek.		Other information: • Store between 20-25°C (68-77°F). • Do not use if cap has been tampered with. • "TYLENOL" or bottle was tampered with. • "TYLENOL" is broken or missing. Inactive ingredients: anethole, citric acid, dibutyltin, DSC red no. 33, FD&C blue no. 1, flavors, glycerin, high fructose corn syrup, hydroxypropylcellulose and carboxymethylcellulose sodium, propylene glycol, purified water, sodium benzoate, sorbitol solution, sucralose, xanthan gum. Questions or comments? call 1-800-458-1615 (ask for) or 215-273-4795 (toll-free)	

Active ingredient

- Acetaminophen 160mg/5ml
- Dosing
 - By label (age/weight)
 - By weight

Drug Fact Label picture taken from

<https://dailymed.nlm.nih.gov/dailymed/drugInfo.cfm?setid=0027e3a2-862a-474d-8c33-gda1a2264b27>

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OTC Option 3: homeopathic agent

Drug Facts		Drug Facts (continued)	
Active ingredients ... Purpose Chamomilla 10X.....sensitivity to drafts, soothing Mercurius solubilis 15X.....fullness, sensitivity to cold Pulsatilla 12X.....night time calmative Sulphur 12X.....itchiness, sensitivity to water		Directions: FOR USE IN THE EAR ONLY. For children ages 2 and over	
Uses: Helps relieve the sensation of fullness of the ear, sensitivity to water and drafts, and the annoyance of water-clogged ears by helping clear water trapped in the ear.		• Remove tamper-evident seal from neck of bottle. • Twist cap off bottle. • Tilt child's head sideways. • Squeeze plastic applicator and apply 4 to 5 drops in each affected ear (applicator should not enter ear canal). • Keep drops in ear by keeping head tilted or placing cotton in ear. • Use up to 4 times daily for no more than 48 hours, or as directed by a doctor.	
Warnings: • Do not use in the eyes. • Initial exacerbation of symptoms may occur. Ask a doctor before use if the child has: • ear drainage or discharge • pain, irritation, or rash in the ear • had ear surgery • dizziness Stop use and ask a doctor if: • irritation (too much burning) or pain occurs • symptoms persist for more than 48 hours Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.		Other information: Active ingredients are manufactured according to homeopathic principles. Inactive ingredient: Vegetable glycerin Questions? Reach our representatives at 1-800-240-9780 or email us at getinfo@similasanusa.com www.SimilasanUSA.com	

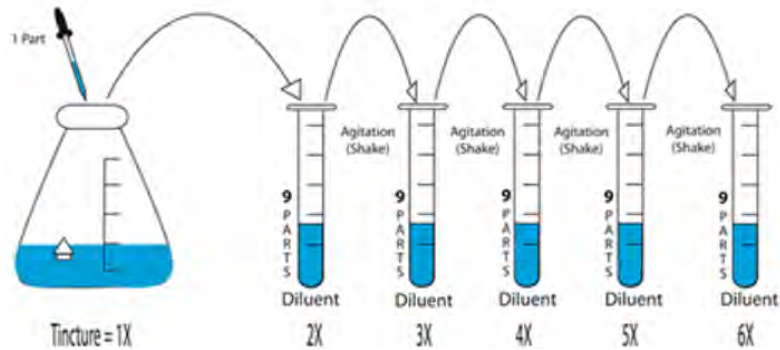
Drug Fact Label picture taken from

<https://dailymed.nlm.nih.gov/dailymed/drugInfo.cfm?setid=1b7cbef3-df1b-4717-9ea9-bd963cb3b553>

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Homeopathy

- Like cures like
- Dilution increases potency



Understanding Homeopathic Potencies and Dilutions. Available at <http://www.homeoquide.com/understandingpotenciesanddilutions>. Accessed 9/21/20.

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Which product would you recommend now?

- a) ibuprofen
- b) acetaminophen
- c) homeopathic agent
- d) None of the above



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Consider this. . .

- How can Pharmacy Technicians collect patient information related to this OTC case so they can assess the patient in workflow or at the prescription pick up/appointment and provide a plan?
- What can Pharmacy Technicians do to help monitor the Pharmacist's recommendation after the pick-up?

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Case: Pediatric Population

Additional information

- Nora doesn't always like to take liquids
- Nora's mother would like some tips on how to get children to take medication



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Case: Pediatric Population

Pharmacist Medication Management

- Positive attitude
- Flavoring
- Cold taste buds and/or cold medicine
- Flavored chaser
- Mix with food
- Administer toward cheek
- Provide choices
- Explain why medicine is needed
- Pacifier Liquid Medicine Dispenser



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Case: Healthy Living with Diabetes

58-year-old male, Michael

- History of Type 2 Diabetes
- Complains of cold symptoms; mainly a stuffy nose
- Presents to your pharmacy for help



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Case: Healthy Living with Diabetes

What questions do you have for Michael?

- Symptoms: Stuffy Nose
- Characteristics: Feels hard to breath through his nose
- History: Gets a cold every year!
- Onset: About 2 days ago, in the late evening
- Location: Nasal passages
- Aggravating factors: Lying down
- Remitting factors: Hot shower
- Medications: Metformin, atorvastatin, lisinopril
- Allergies: none
- Coexisting medication conditions: Diabetes x 1 year



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OTC Options



Sudafed Congestion picture taken from <https://www.sudafed.com/adult-products/congestion/sudafed-congestion>.
NyQuil Cold & Flu picture taken from <https://www.walgreens.com/store/c/vicks-nyquil-nyquil-cold-%26-flu-nighttime-relief-liquid-cherry/D=prod6091043-product?skuId=sku6082177>.
Afrin picture taken from <https://www.walgreens.com/store/c/afrin-12-hour-nasal-spray-original/D=prod6325307-product?skuId=sku6273520>.

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What product would you recommend?

- a) pseudoephedrine
- b) combination product
- c) oxymetazoline



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OTC Option 1: Pseudoephedrine

Important: Read all product information before using.
Keep this box for important information.

Drug Facts

Active ingredient (in each tablet) Pseudoephedrine HCl 30 mg. **Purpose** Nasal decongestant

Uses

- temporarily relieves sinus congestion and pressure
- temporarily relieves nasal congestion due to the common cold, hay fever or other upper respiratory allergies

Warnings

Do not use if you are now taking a prescription monoamine oxidase inhibitor (MAOI) (certain drugs for depression, psychiatric or emotional conditions, or Parkinson's disease), or for 2 weeks after stopping the MAOI drug. If you do not know if your prescription drug contains an MAOI, ask a doctor or pharmacist before taking this product.

Ask a doctor before use if you have

- heart disease
- high blood pressure
- thyroid disease
- diabetes
- trouble urinating due to an enlarged prostate gland

When using this product do not exceed recommended dose

Stop use and ask a doctor if

- nervousness, dizziness, or sleeplessness occur
- symptoms do not improve within 7 days or occur with a fever

If pregnant or breast-feeding, ask a health professional before use. Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away. (1-800-222-1222)

Drug Facts (continued)

Directions

- | | |
|---------------------------------------|--|
| adults and children 12 years and over | ■ take 2 tablets every 4 to 6 hours |
| | ■ do not take more than 8 tablets in 24 hours |
| children ages 6 to 11 years | ■ take 1 tablet every 4 to 6 hours |
| | ■ do not take more than 4 tablets in 24 hours |
| children under 6 years | do not use this product in children under 6 years of age |

Other information

- store between 20° - 25°C (68° - 77°F)
- do not use if carton is opened or if blister unit is broken
- see side panel for lot number and expiration date

Inactive ingredients

carnaubawax, colloidal silicon dioxide, D&C yellow no. 10 aluminum lake, FD&C red no. 40 aluminum lake, FD&C yellow no. 6 aluminum lake, iron oxide, magnesium stearate, microcrystalline cellulose, polyethylene glycol, polyvinyl alcohol, pregelatinized starch, shellac, sodium starch glycolate, talc, titanium dioxide

Questions or comments?

call 1-888-217-2117 (toll-free) or 215-273-8755 (collect)



3 0081-0865-24 1

MOA

- Adrenergic agonist
- Vasoconstriction via release of catecholamines

Effects

- Increased blood glucose
- Increased blood pressure

Drug Fact Label picture taken from <https://dailymed.nlm.nih.gov/dailymed/druginfo.cfm?setid=c280abe9-6bdf-4e1e-a0cf-95fd0451c999>

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OTC Option 2: Combination product

Drug Facts Active ingredients (in each 30 mL dose cup) Acetaminophen 650 mg..... Pain reliever/fever reducer Dextromethorphan HBr 30 mg..... Cough suppressant Doxylamine succinate 12.5 mg..... Antihistamine Purpose Temporarily relieves common cold/flu symptoms: • cough due to minor throat and bronchial irritation • sore throat • headache • minor aches and pains • fever • runny nose and sneezing Warnings Liver warning: This product contains acetaminophen. Severe liver damage may occur if you take • more than 4 doses in 24 hours, which is the maximum daily amount for this product • with other drugs containing acetaminophen • 3 or more alcoholic drinks every day while using this product Sore throat warning: If sore throat is severe, lasts for more than 2 days, occurs with or is followed by fever, headache, rash, nausea, or vomiting, see a doctor promptly. Do not use • with any other drug containing acetaminophen (prescription or nonprescription). If you are not sure whether a drug contains acetaminophen, ask a doctor or pharmacist.	Drug Facts (continued) • If you are now taking a prescription monoamine oxidase inhibitor (MAOI) (certain drugs for depression, psychiatric or emotional conditions, or Parkinson's disease), or for 2 weeks after stopping the MAOI drug, if you do not know if your prescription drug contains an MAOI, ask a doctor or pharmacist before taking this product. • to make a child sleep Ask a doctor before use if you have • liver disease • glaucoma • cough that occurs with too much phlegm (mucus) • a breathing problem or chronic cough that lasts or as occurs with smoking, asthma, chronic bronchitis or emphysema • trouble urinating due to enlarged prostate gland • a sodium-restricted diet Ask a doctor or pharmacist before use if you are • taking sedatives or tranquilizers • taking the blood thinning drug warfarin When using this product • do not use more than directed • excitability may occur, especially in children • marked drowsiness may occur • avoid alcoholic drinks • be careful when driving a motor vehicle or operating machinery • alcohol, sedatives, and tranquilizers may increase drowsiness Stop use and ask a doctor if • pain or cough gets worse or lasts more than 7 days • fever gets worse or lasts more than 3 days • redness or swelling is present • new symptoms occur • cough comes back or occurs with rash or headache that lasts. These could be signs of a serious condition.	Drug Facts (continued) If pregnant or breast-feeding , ask a health professional before use. Keep out of reach of children. Overdose warning: Taking more than the recommended dose can cause serious health problems. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms. Directions • take only as directed - see Overdose warning • use dose cup or tablespoon (TBS) • do not exceed 4 doses per 24 hrs <table><tr><td>adults & children 12 yrs & over</td><td>30 mL (2 TBS) every 6 hrs</td></tr><tr><td>children 4 to under 12 yrs</td><td>ask a doctor</td></tr><tr><td>children under 4 yrs</td><td>do not use</td></tr></table> • when using other DayQuil® or NyQuil® products, carefully read each label to insure correct dosing Other information • each 30 mL dose cup contains: potassium 5 mg, sodium 38 mg • store at room temperature Inactive ingredients acetylsalicylic acid, alcohol, citric acid, FD&C Blue No. 1, FD&C Red No. 40, flavor, high fructose corn syrup, polyethylene glycol, propylene glycol, purified water, sodium benzoate, sodium citrate Questions? 1-800-362-1883	adults & children 12 yrs & over	30 mL (2 TBS) every 6 hrs	children 4 to under 12 yrs	ask a doctor	children under 4 yrs	do not use
adults & children 12 yrs & over	30 mL (2 TBS) every 6 hrs							
children 4 to under 12 yrs	ask a doctor							
children under 4 yrs	do not use							

Drug Fact Label picture taken from
<https://dailymed.nlm.nih.gov/dailymed/druginfo.cfm?setid=11133d25-028b-4245-b2a0-11f6adaa9326>

Conversation with Pam from Vicks on 5/3/17.

Purpose of ingredients

- Acetaminophen
- Dextromethorphan
- Doxylamine

Effects

- Alcohol content
 - 10% = 20 proof
 - can decrease glucose
- High Fructose Corn Syrup
 - can increase glucose
 - 20g carbohydrate

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OTC Option 3: Oxymetazoline

Drug Facts Active ingredient Oxymetazoline hydrochloride 0.05%Nasal decongestant Purpose Temporarily relieves nasal congestion due to: • common cold • hay fever • upper respiratory allergies Temporarily relieves sinus congestion and pressure shrinks swollen nasal membranes so you can breathe more freely Warnings Ask a doctor before use if you have • heart disease • high blood pressure • diabetes • thyroid disease • trouble urinating due to an enlarged prostate gland When using this product • do not use more than directed • do not use for more than 3 days. Use only as directed. Frequent or prolonged use may cause nasal congestion to recur or worsen. • temporary discomfort such as burning, stinging, sneezing or an increase in nasal discharge may occur • use of this container by more than one person may spread infection Stop use and ask a doctor if symptoms persist If pregnant or breast-feeding , ask a health professional before use. Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away. Directions • adults and children 6 to under 12 years of age (with adult supervision): 2 or 3 sprays in each nostril not more often than every 10 to 12 hours. Do not exceed 2 doses in any 24-hour period. • children under 6 years of age: ask a doctor To Use: Push firmly down on cap and turn counter clockwise. To spray, squeeze bottle quickly and firmly. Do not tilt head backward while spraying. Wipe nozzle clean after use. Secure cap after use.	Drug Facts (continued) Other information • store between 20° to 25°C (68° to 77°F) • retain carton for future reference on full labeling Inactive ingredients benzalkonium chloride solution, edetate disodium, polyethylene glycol, povidone, propylene glycol, purified water, sodium phosphate dibasic, sodium phosphate monobasic Questions or comments? 1-800-317-2165
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MOA

- Adrenergic agonist
- Vasoconstriction via release of catecholamines

Administration

- Topical, so minimal systemic absorption

Effects

- Minimal on blood glucose
- Minimal on blood pressure

Drug Fact Label picture taken from
<https://dailymed.nlm.nih.gov/dailymed/druginfo.cfm?setid=89c165ba-3ad5-49b5-a5bb-423dc8e15bad>

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What product would you recommend now?

- a) pseudoephedrine
- b) combination product
- c) oxymetazoline



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Consider this. . .

- How can Pharmacy Technicians collect patient information related to this OTC case so they can assess the patient in workflow or at the prescription pick up/appointment and provide a plan?
- What can Pharmacy Technicians do to help monitor the Pharmacist's recommendation after the pick-up?

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Immunizations to Maximize Solutions

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What immunizations do you provide besides influenza?

- a) Pneumococcal Vaccines
- b) Recombinant zoster vaccine (RZV)
- c) Hepatitis B
- d) Tdap
- e) More than one of the above or Other



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Case: Healthy Living with Diabetes

58-year-old male, Michael

- *History of Type 2 Diabetes*
- *Complains of cold symptoms; mainly a stuffy nose*
- *Presents to your pharmacy for help*
- **What Immunizations does Michael need?**



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Why?

- Health Destination
- Location
- No appointment
- Hours
- Cost-effective

**Immunizations
in
Community
Pharmacy**



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Table 2 Recommended Adult Immunization Schedule by Medical Condition and Other Indications, United States, 2020

Vaccine	Pregnancy	Immuno-compromised (excluding HIV Infection)	HIV Infection CD4 count	Asplenia, complement deficiencies	End-stage renal disease or on hemodialysis	Heart or lung disease, alcoholism ¹	Chronic liver disease	Diabetes	Health care personnel ²	Men who have sex with men	
IIV or RIV or LAIV	1 dose annually								or 1 dose annually		
	NOT RECOMMENDED				PRECAUTION						
Tdap or Td	1 dose Tdap each pregnancy	1 dose Tdap, then Td or Tdap booster every 10 years									
MMR	NOT RECOMMENDED			1 or 2 doses depending on indication							
VAR	NOT RECOMMENDED			2 doses							
RZV (preferred) or ZVL	DELAY			2 doses at age ≥50 years or 1 dose at age ≥60 years							
	NOT RECOMMENDED										
HPV	DELAY	3 doses through age 26 years			2 or 3 doses through age 26 years						
PCV13	1 dose										
PPSV23	1, 2, or 3 doses depending on age and indication										
HepA						2 or 3 doses depending on vaccine					
HepB						2 or 3 doses depending on vaccine					
MenACWY	1 or 2 doses depending on indication, see notes for booster recommendations										
MenB	PRECAUTION	2 or 3 doses depending on vaccine and indication, see notes for booster recommendations									
Hib		3 doses HSCT ³ recipients only		1 dose							
<div><div>Recommended vaccination for adults who meet age requirement, lack documentation of vaccination, or lack evidence of past infection</div><div>Recommended vaccination for adults with an additional risk factor or another indication</div><div>Precaution—vaccination might be indicated if benefit of protection outweighs risk of adverse reaction</div><div>Delay vaccination until after pregnancy if vaccine is indicated</div><div>Not recommended/contraindicated—vaccine should not be administered</div><div>No recommendation/Not applicable</div></div>											

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Medical conditions or other indications for PCV13 & PPSV23

<http://www.immunize.org/catg.d/p2019.pdf>

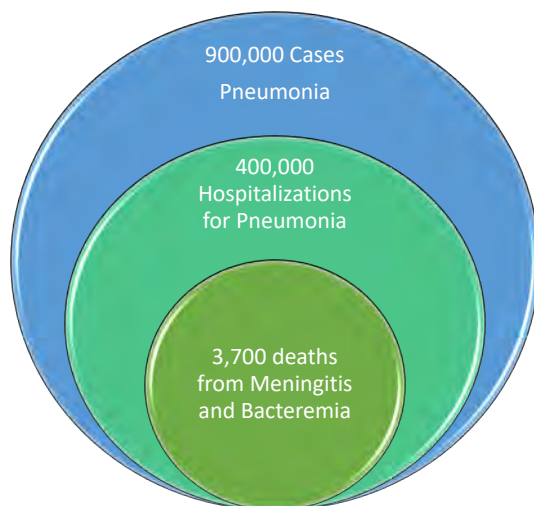
For adults age 65 years and older

Administer 1 dose of PPSV23 at age 65. However, if PCV13 is given at age 65 years based on shared clinical decision-making between the healthcare provider and the patient, delay PPSV23 until 1 year after PCV13.²

Risk Group	Underlying medical condition or other risk factor	PCV13			PPSV23	
		Administer PCV13 doses needed to complete series to children through age 71 months	Administer 1 dose to PCV13-naïve children age 6 through 18 years	Administer 1 dose to PCV13-naïve adults age 19 years and older	Administer 1 dose of PPSV23 at age 2 through 64 years	Administer a second dose of PPSV23 5 years after first dose if age younger than 65 years
Immu-competent	Chronic heart disease ^a	X			X	
	Chronic lung disease ^a	X			X	
	Diabetes mellitus	X			X	
	Cerebrospinal fluid leak	X	X	X	X	
	Cochlear implant	X	X	X	X	
	Alcoholism				X	
	Chronic liver disease, cirrhosis				X	
	Cigarette smoking (≥19 yrs)				X	
Functional or anatomic asplenia	Sickle cell disease/other hemoglobinopathy	X	X	X	X	X
	Congenital or acquired asplenia	X	X	X	X	X
Immu-compromised	Congenital or acquired immunodeficiency ^b	X	X	X	X	X
	HIV	X	X	X	X	X
	Chronic renal failure	X	X	X	X	X
	Nephrotic syndrome	X	X	X	X	X
	Leukemia	X	X	X	X	X
	Lymphoma	X	X	X	X	X
	Hodgkin disease	X	X	X	X	X
	Generalized malignancy	X	X	X	X	X
	Iatrogenic immunosuppression ^b	X	X	X	X	X
	Solid organ transplant	X	X	X	X	X
	Multiple myeloma	X	X	X	X	X

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Impact of Pneumococcal Disease



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Pneumococcal Disease

Risk

High Risk Patients

- Children < 2 years old
- Chronic health conditions
- Immunocompromised
- Smokers

Huang S, et al. 2011, (Center for Disease Control)

Vaccination Coverage among Adults in the United States, National Health Interview survey, 2017. Available at: <https://www.cdc.gov/vaccines/imz-managers/coverage/adultvaxview/pubs-resources/NHIS-2017.html>. Accessed 9/21/20.

Immunization Rates

Category	Percent
19-64 years, High Risk (HR), total	24.5
19-64 years, HR, Caucasian	24.9
19-64 years, HR, Black	22.6
19-64 years, HR, Hispanic	23.0
19-64 years, HR, Asian	23.2
≥ 65 years, total	69.0
≥ 65 years, Caucasian	73.2
≥ 65 years, Black	57.3
≥ 65 years, Hispanic	51.0
≥ 65 years, Asian	55.6

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Pneumococcal Vaccines

Prevnar 13 (PCV13)

- Adults 65 years of age and older (based on shared clinical decision making)
- Adults 19 – 64 years old with:
 - Certain conditions
 - Immunocompromised
 - Functional or anatomic asplenia
 - CSF leaks/Cochlear implants

Pneumovax 23 (PPSV23)

- Adults 65 years of age and older
- Adults 19 – 64 years of age with:
 - Heart disease
 - Liver disease
 - Alcoholism
 - Diabetes
 - COPD/emphysema, asthma
 - Smokers
 - Other conditions

Huang S, et al. 2011, (Center for Disease Control)

Herpes Zoster

Risk

- Shingles will develop in 1 of 3 people
- 1 Million cases annually
- High Risk
 - Immunocompromised
 - Older adults

Immunization Rates

Category	Percent
≥ 60 years, Total	34.9
≥ 60 years, Caucasian	39.3
≥ 60 years, Black	17.1
≥ 60 years, Hispanic	19.9
≥ 60 years, Asian	31.9

Vaccination Coverage among Adults in the United States, National Health Interview survey, 2017. Available at: <https://www.cdc.gov/vaccines/imz-managers/coverage/adultvaxview/pubs-resources/NHIS-2017.html>. Accessed 9/21/20.

Recombinant zoster vaccine (RZV)

- ACIP preferred vaccine
- Indicated for adults 50 years of age and older
 - Those who previously received zoster vaccine live should be vaccinated
- 2-doses administered 2 to 6 months apart
- Delay vaccine
 - Immunocompromised
 - Pregnant
 - Current acute shingles episode

Huang S, et al. 2011, (Center for Disease Control)

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Hepatitis B

Summary

2-dose schedule

- Heplisav-B (Dynavax)
 - Given at 0 and 1-month

3-dose schedule

- Engerix-B (GSK) or Recombivan HB (Merck)
 - Given at 0, 1 and 6-months
- Twinrix (GSK) – Hep A and Hep B
 - Given at 0, 1 and 6-months

Patient Population

Injection –drug use
 Sexual (heterosexual and men who have sex with men) exposure
 Household contacts
 Developmentally disabled persons in long-term care facilities
 Correctional facilities
 Persons at risk for occupational exposure (e.g., HCP)
 Hemodialysis
 Persons with HCV infection
 Person with chronic liver disease
 Travelers to countries where HBV is endemic
 Persons with HIV
 Persons with diabetes

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Tetanus, Diphtheria, Pertussis (Tdap)

Summary

- Protects from 3 diseases
- Tetanus
- Diphtheria
- Pertussis

Administration

- Routine, 1-dose at 11-12 years then Td/Tdap booster every 10 years
- Catch-up, 1-dose anyone greater than 11 years then Td/Tdap booster every 10 years
- Pregnancy, 1-dose during each pregnancy preferably weeks 27-36 of gestation
- Td or Tdap can be used for decennial Td booster, wound management and catch-up immunization schedule

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Assess the patient

58-year-old male, Michael

- *History of Type 2 Diabetes*
- *Complains of cold symptoms; mainly a stuffy nose*
- *Presents to your pharmacy for help*
- **What Immunizations does Michael need?**



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What immunizations does Michael need?

- a) Influenza
- b) PPSV23
- c) Hepatitis B
- d) Tdap (if not already received)
- e) All of the above



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Consider this. . .

- What role can Pharmacy Technicians play to support immunizations services in the pharmacy?

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Pharmacy-based Immunizations

- All 50 U.S. states allow pharmacists to immunize
- Idaho, Rhode Island, Utah, and Illinois allow technicians to immunize
- Six other states neither expressly allow or deny technicians from immunization
- At least one state (Iowa) is under-going a pilot

Pharmacists' Patient Care Process Module for Immunization Services

Collect ▶	Assess ▶	Plan ▶	Implement ▶	Follow-Up ▶
<input type="checkbox"/> Information to screen for Indications <ul style="list-style-type: none"> <input type="checkbox"/> Age <input type="checkbox"/> Health Conditions <input type="checkbox"/> Occupation <input type="checkbox"/> Travel <input type="checkbox"/> Lifestyle <input type="checkbox"/> Information to screen for Contraindications <ul style="list-style-type: none"> <input type="checkbox"/> Current health status <input type="checkbox"/> Present & past medical history <input type="checkbox"/> Allergies <input type="checkbox"/> Medications <input type="checkbox"/> Vaccination history <input type="checkbox"/> Pregnancy status (for women) <input type="checkbox"/> Patient health records <input type="checkbox"/> IIS* records	<input type="checkbox"/> Assess immunization needs based on age, gender, health conditions, and immunization history. <input type="checkbox"/> Assess IIS* records, patient records, and other sources of records. <input type="checkbox"/> Assess precautions and contraindications to needed vaccine(s) (response to Screening Questionnaire).	<input type="checkbox"/> Strongly recommend needed vaccine(s). <input type="checkbox"/> Offer to administer vaccine or refer the patient to another health care provider who can and will administer the vaccine(s).	<input type="checkbox"/> Provide patient education and Vaccine Information Statements (VIS). <input type="checkbox"/> Administer needed vaccine(s) (or refer to an immunizing provider if you do not immunize or do not have authority to administer). <input type="checkbox"/> Provide documentation to patient, patient's primary care provider (if known), and record in pharmacy records and state IIS*.	<input type="checkbox"/> Monitor patient for 15 minutes after administration of vaccine(s) for syncope or adverse reactions. <input type="checkbox"/> Schedule follow-up for subsequent doses of multidose vaccine series. <input type="checkbox"/> Refer patient for other health, wellness, or follow-up services to their identified primary care provider or another provider (provide patient with documentation of referral).

(International Pharmaceutical Federation 2016), (Singhal and Zhang 2014), (American Pharmacists Association)

Immunizations and The Patient Care Process

- Identification: Collect information to screen patients
 - Prescription for a medication used to treat a comorbid condition
 - Check the age of a patient
 - Requests for smoking cessation product recommendation
 - Everyone receiving an influenza vaccine
- Recommendations
 - Attach a note to the prescription bag
 - Check the state immunization record
 - Assess the patient at prescription pickup/appointment
 - Run reports to review patients' immunization needs

HHS Expands Access to **Childhood and COVID Vaccines**

- Pharmacists and pharmacy interns may order and administer vaccines to **individuals 3 through 18 years of age**
 - FDA approved vaccines
 - ACIP immunization schedule
 - ACPE accredited training program
 - Current CPR
 - Complete 2 hours of immunization CE each licensing period
 - Complete documentation and reporting requirements
 - Encourage and refer patient/caregiver to pediatrician for well-child visits

HHS Expands Access to Childhood Vaccines during COVID-19 Pandemic. Health and Human Services Website. Available at: <https://www.hhs.gov/about/news/2020/08/19/hhs-expands-access-childhood-vaccines-during-covid-19-pandemic.html>. Last updated 8/19/20. Accessed 9/21/20. Trump Administration Takes Action to Expand Access to COVID-19 Vaccines. Health and Human Services Website. Available at: <https://www.hhs.gov/about/news/2020/09/09/trump-administration-takes-action-to-expand-access-to-covid-19-vaccines.html>. Last updated 9/9/20. Accessed 9/21/20.

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It's not about
what's the matter with the patient
but what matters to the patient

Source: Patient-Centered Care: What It Means And How To Get There, available at: <http://healthaffairs.org/blog/2012/01/24/patient-centered-care-what-it-means-and-how-to-get-there/>. Accessed on August 20, 2017.

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Engaging Patients

Changing the focus of your patient communication

Provider-Centered

I am the expert

Here's the advice you need to hear....

You NEED to lose weight, stop smoking, start taking all your meds on time, exercise...

Patient-Centered

I am your partner

Asking rather than telling

What is the patient willing to do? What does the patient want and need?

Open- vs. Closed-Ended Questions

OPEN	CLOSED
What concerns to you have about your medication?	Are you concerned about your medication?
Tell me about how the past month has gone with taking your medication...	Did you remember to take your medication the past month?
What are you willing to do with regards to exercise?	Are you willing to exercise for 30 minutes each day?
What would it mean to you to make this happen?	Would it make you happy if this happened?

Community Pharmacy's Competitive Advantage



Position your pharmacist as
the
Medication Guide

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Creating Your Story

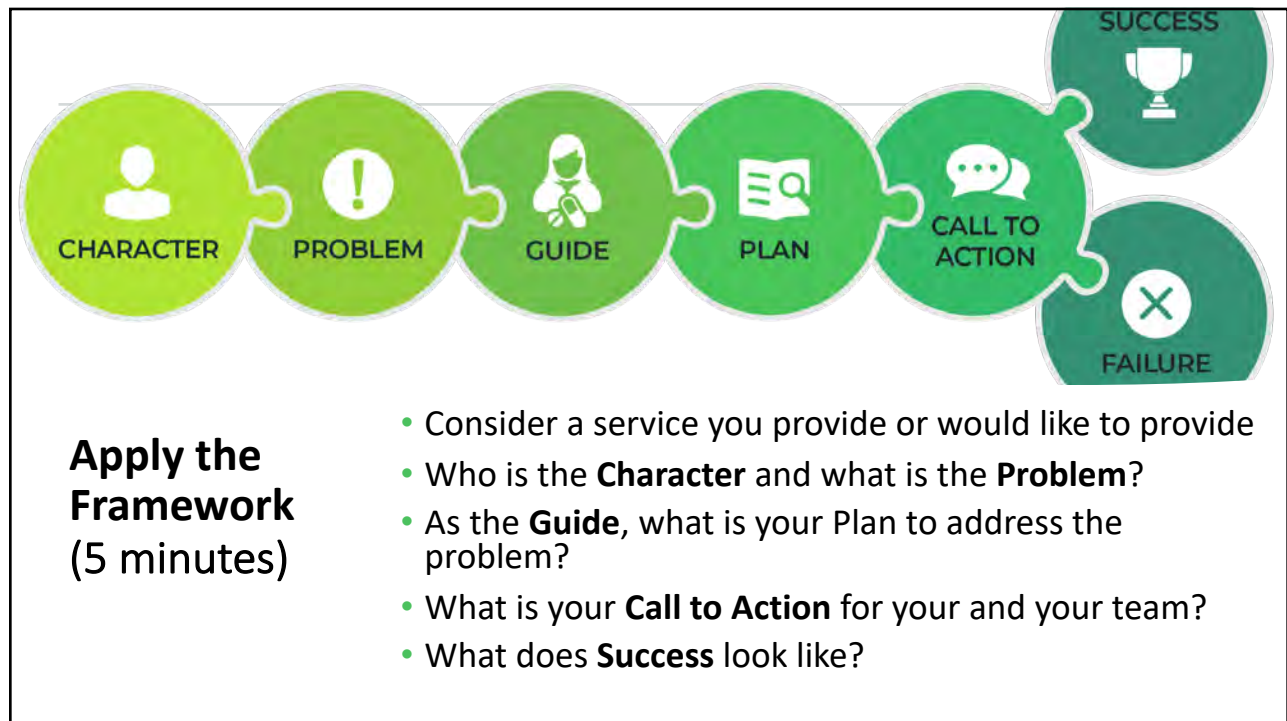
80



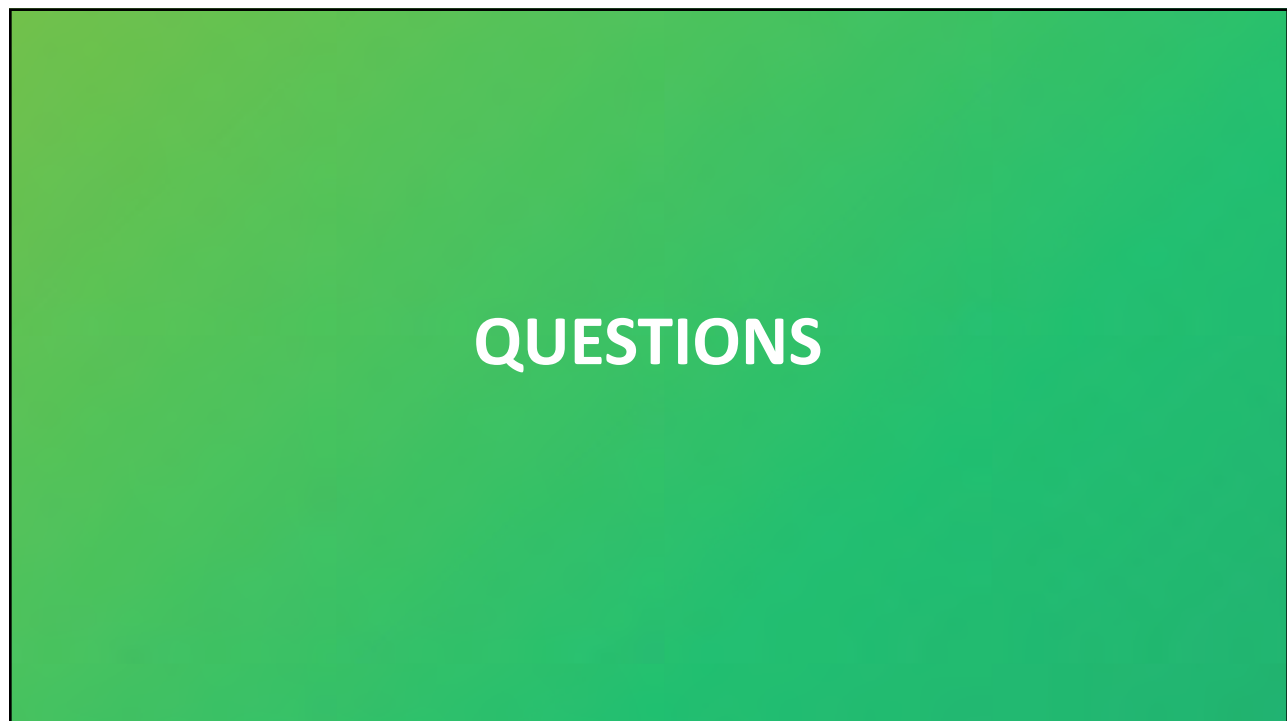
Suzanne Feeney
CEimpact



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CREATE YOUR STORY

STEP 1: Select a service you'd like to maximize

Write your service here: _____

STEP 2: Using the Framework reviewed, create your story by filling in the blanks below.



CHARACTER:

PROBLEM:

GUIDE:

PLAN:

ACTION:

STEP 3: Once you have this complete, put your story into paragraph form.

[illegible]