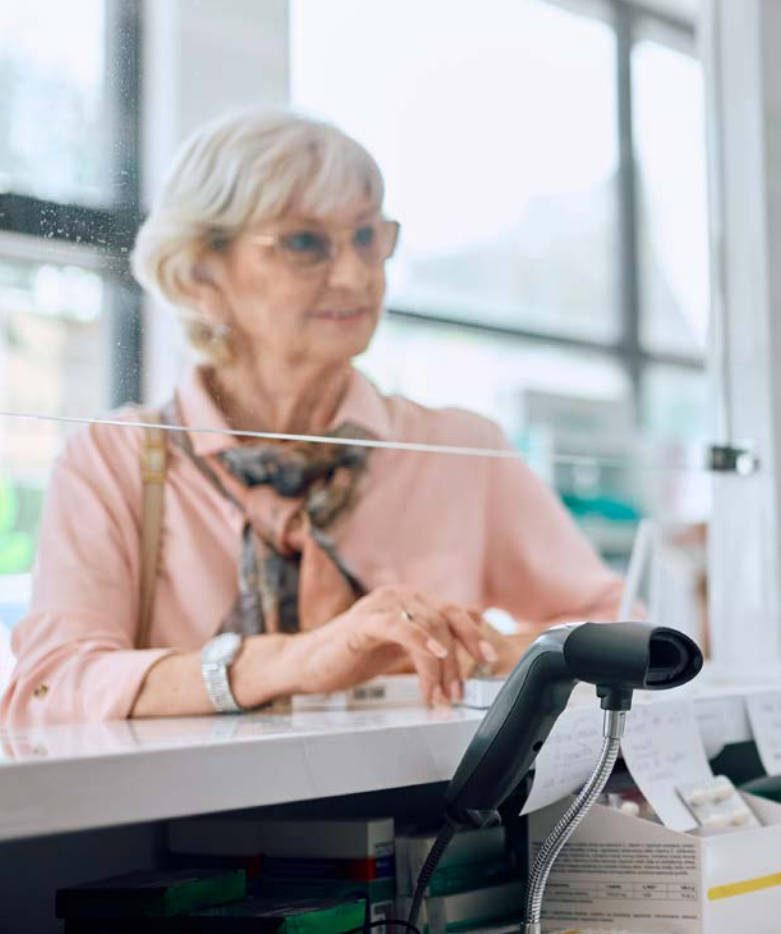


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# Fueling Pharmacy Transformation and Growth with Trusted Drug Information to Support Monetized Clinical Services



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Fueling pharmacy transformation and growth is crucial in today's healthcare landscape. With traditional revenue sources, such as drug sales, becoming increasingly challenging due to reduced reimbursement, rising DIR fees, and fierce competition, pharmacies must explore new avenues to boost profitability.



The surge in prescription volume has been a common strategy, but it hasn't always yielded the desired financial results, especially for independent drug stores and supermarkets, prompting many to exit the market. As a result, the pharmacy industry finds itself at a crossroad, seeking innovative ways to monetize clinical services.

One powerful solution lies in leveraging trusted drug information. By integrating reliable and current drug data and resources into their operations, pharmacies can transform their practices and unlock their true potential to deliver exceptional patient care. Here, we will highlight four areas of growth and explore how pharmacies can optimize their services to improve patient outcomes.

## Expanded Clinical Services

The expansion of pharmacy services beyond traditional drug dispensing can be a game-changer. By stepping into the realm of chronic disease management, supporting mental health, and aiding aging seniors, pharmacies can position themselves as convenient primary care providers. With trusted drug information at their fingertips, pharmacists can offer comprehensive care, empower patients, and improve overall well-being.

Although requirements vary by state, some states give pharmacists the ability to prescribe medications. For example:

- Modify drug therapy by managing chronic conditions.
- Administering vaccines.
- Ordering and interpreting lab tests.
- Prescribing Paxlovid for COVID-19 treatment.

It is important to note that before prescribing Paxlovid, pharmacists must make sure patients meet requirements such as age and weight restrictions, a positive test result or be at high risk for developing severe COVID-19. Pharmacists must also check for potential drug interactions, as well as renal and hepatic function that may contraindicate prescribing Paxlovid.

Even though some states have given pharmacists the ability to prescribe certain medications, the industry has been strained by lack of access to patient electronic health records and the absence of a pathway to reimbursement for the required patient assessment. The pharmacy industry must resolve these barriers to successfully manage these services at the pharmacy counter.

## Utilizing Pharmacotherapy Expertise

Specialized therapies require a unique skill set and deep understanding. By developing pharmacotherapy expertise and offering complex specialty care services, pharmacies can tap into a high-demand market. Trusted drug information plays a critical role in ensuring safe and effective management of complex therapies, giving pharmacists the confidence to excel in this expanding area.

## Population Health Management

Identifying health improvement opportunities and designing customized therapy plans to enhance population health outcomes is an area where pharmacies can truly make a difference. Armed with trusted drug information, pharmacists can take a proactive approach to population health by implementing preventive measures, promoting healthy lifestyles, and offering targeted interventions.

## Digital Health Management

With the increasing adoption of digital health tools, pharmacies have the chance to revolutionize patient experiences. By embracing and prescribing digital therapeutics and utilizing health tools to support patients in navigating the digital healthcare landscape, pharmacies can enhance medication adherence, remote monitoring, and self-management. Emphasizing the importance of accessing reliable drug information can help patients understand the positive impact these digital solutions can have on their health.

## Pharmacies Transformation and Growth

The integration of trusted drug information and resources is a vital component of the pharmacy workflow. By streamlining operational processes and decreasing the time spent on manual tasks, pharmacists can ensure accurate and efficient care delivery while freeing up valuable time to expand their range of services. With the support of trusted drug information, pharmacies can fuel their transformation, optimize patient care, and ultimately secure their future growth.

In conclusion, as the traditional revenue model for pharmacies faces challenges, it is essential to explore new opportunities. Leveraging trusted drug information provides the foundation for pharmacy transformation and growth.

By embracing services such as primary care, specialty care, population health, and digital health, while utilizing trusted drug information, pharmacies can deliver exceptional patient care, capitalize on untapped potential, and secure their place in an evolving healthcare landscape.



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## Trusted Drug Information — a vital component of pharmacy workflow

Whether engaging and educating patients, supporting clinical decisions, or enabling efficiencies that leave more time for patient contact and room for clinical services, Elsevier is here to support pharmacies transformation and growth.

**The Gold Standard Drug Database delivers** manufacturer-reported data, as well as trusted clinical content — all more efficiently and faster than its competitors, enhancing productivity and informing decision-making.

**Our patient education suite** provides consumer-friendly medication information in 21 languages, and disease/condition information in up to 17 languages. Our medication education focuses on inclusivity, understandability, and empowering each person to act in managing their own health. Our education supports diversity, is sensitive to differences, conveys respect to all people, and promotes equal health outcomes. *Ask about our Paperless Patient Education — coming soon!*

**Clinical Pharmacology powered by ClinicalKey** is a trusted source of current, accurate drug information tailored for the pharmacist, enabling quick and informed response to both in-the-moment decisions and research of complex cases.

**ClinicalKey** provides access to needed information by combining the speed of synoptic content with the depth of a comprehensive, evidence-based clinical reference tool.



**Our Patient Engagement Solutions** engage, educate, and empower patients by giving them quick access to the same evidence-based information clinicians trust, delivered in interactive and patient-friendly ways. This turns patients into active participants in their healthcare, even at home, where most of their care will take place and, surveys show, where they want it.

**LexisNexis® Socioeconomic Health Solutions** leverages the industry's largest collection of public records and other proprietary sources, providing healthcare organizations with a powerful view of the social determinants of an individual's health risk.

**LexisNexis Socioeconomic Health Score** powers population health management work streams with an independent and unique score that uses clinically validated socioeconomic data to predict health risk.

**LexisNexis Socioeconomic Health Attributes** is a unique package of validated socioeconomic attributes that are correlated to health outcomes.

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