

Maryville Pharmacy is an independent pharmacy looking to become more profitable through one of their many value added services, long term care pharmacy. Their long term care segment of the business is already set in place and has a fair patient base. The goal is to find ways to increase the size of the service and gain additional patients, as well as make the existing patients more profitable.

Two different methods for doing this are through the use of automatic counting machines as well as a service called ComboMed provided by the group purchasing organization Gerimed. The automatic counting machines will cut labor and allow for more patients to be added to the value added service. ComboMed helps to increase reimbursement rates as well as cutting COGS for brand name medications by cutting WAC and improving profit margins by preventing DIR fees. Both options can become extremely profitable given certain circumstances but with numerous variables, the risk of each must be weighed.