

**SPECIAL POINTS
OF INTEREST:**

- Immunization Trainings, page 3
- CMS Proposed Rule for 2019, pg. 9

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What Success in 2018 Looks Like...

By: Pat Monaco

We all hear financial planners and investment counselors whether they are focusing on our own 401K program or our personal investments that the best defense against losing money over time is to be sure you are well *diversified* in your investments. Well, success in the business of independent community pharmacy in 2018 and beyond is for your business to be well diversified as well.

Many of our network stores are very successful so that regardless of what happens to DIR fees, preferred networks or reimbursement rates they continue to be successful and grow. They have *diversified* their business so they can best serve their community. Many even entice customers from surrounding communities because they are so good at what they do!

Every business, no matter what it does or what it makes, needs to stand back occasionally and assess where they are and where they want to go. The first question may be: Are we filling all the needs of the community we serve? Do we know what the needs are of not just of the residents of your town, but the schools, the athletic departments of high schools and our first responders? Adding new services may take time, but it is also exciting. So let's explore what we see in our successful pharmacies:

- ◆ Clean, well lit, bright, cheerful sur-

roundings. "Power aisles" with attractive impulse items. Merchandised seasonally. Stores must look successful. Perception is reality. People like to do business in stores that look successful.



- ◆ Services available like *specialized packaging for seniors*. Children of aging parents appreciate knowing that their loved ones are taking their medication correctly.
- ◆ Home/Office delivery – Is your store in a big city? Is parking difficult? Make it easy for customers to do business with you....and "wrap" that delivery car so you have a moving billboard for your business!
- ◆ Have you considered hiring a part-time marketing type person to go out into the community to find opportunities? They are out there! Almost all of our most successful stores have a person out in the community meeting doctors, talking to hospital discharge planners, talking to assisted living facilities and finding opportunities.
- ◆ Be a part of the 1000+ independent pharmacies nationally that are joining CPESN, a pharmacy owner initiative that is up and running in MA. NPSC is actively involved. Call Dave or visit www.cpesn.com to learn more.
- ◆ Do you provide immunization services? If you just do flu vaccines, does your local volunteer fire department know it? Police department, nursing home? Consider offering other vaccines. If you are in a

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