

# The changing pharmacy landscape

## Editorial

### Accelerating the transformation from volume to value

Yes it's true. Breaking bad habits is hard work. Why? Habits can arise through repetition. Many are a normal part of life and are often helpful. In many situations, when behaviors become automatic, it gives us an advantage because the brain does not have to use conscious thought to perform the activity. This frees up our brains to focus on different things. I propose we pharmacists need complete an assessment of those habits we must change to keep pace with the changing pharmacy landscape. Will financial success follow? It can if one maintains a resolve to evaluate and change those bad habits that are draining potential pharmacy success. Continuing to believe that more volume is the answer to pharmacy operational success is not the answer. Success will come to those entrepreneurs who embrace the transformation from volume to value. But how?

### Embrace the rise of consumerism

For pharmacies and their owners the difference between aspiration and eventuality often leaves a big space for patient point of care success. As pharmacists we have experienced the rapid ascension of many opportunities to improve patient engagement. Opportunities like improving patient compliance, accepting star ratings initiatives, implementing medication synchronization for patients, expanding medication therapy management use, streamlining workflow, using automated tools and systems to enhance patient compliance and interpreting pharmacy software dashboard data. And what may be the most important opportunity? Using the patient's perspective of how the pharmacy delivers on its promises and engagement approaches.

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### Max out your operational performance

Many pharmacy owners with which I have spoken as part of my Healthcare Advocate Tours ([www.AskDrS.org](http://www.AskDrS.org)) suggest breaking bad habits and increasing performance demands a reliable pharmacy management software system, high levels of security to guard HIPAA information, use of a single vendor solution and pharmacy operational equipment/systems with exceptional usability, outstanding serviceability and great adaptability to new emerging connectivity options as they occur. Today the changing pharmacy landscape demands performance in real time not past time. We must break the bad habits.

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### Conflict of interest

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