



## A CPESN success story

by Wayne Glowac

It's rare when a marketing opportunity can efficiently and effectively fulfill your vision while enhancing your revenue and profitability. During an inspiring interview with Kara Smith, PharmD, managing partner of Alden Pharmacy in Alden, N.Y., it became clear how valuable engaging with CPESN® USA can be.

"I would say as pharmacists, we are moving in a direction where we cannot survive by dispensing alone. As a result, we need to focus on providing new clinical services," Kara says.

Alden Pharmacy, a member of CPESN NY (New York), was one of eight selected statewide from a diverse group of pharmacies to help offer a pathway for increased patient-centered care for people living with diabetes. CPESN NY partnered with the New York State Department of Health and through grant funding, had pharmacies receive training and obtain accreditation for diabetes self-management and education support (DSMES). Point-of-care hemoglobin A1C testing is provided to screen patients for uncontrolled diabetes, who are then offered management and educational services.

As a result, Alden Pharmacy is compensated by Medicare for its clinical expertise and engagement with its

patients. But, according to Kara, that's just the beginning. "There are a lot of value-added services you can provide for patients with diabetes. For example, as you're engaging with them, you're learning what vaccinations you can provide. Plus, you can include compliance packaging, DME, testing supplies, wound care management, MTM and more," she says.

As we look to the future, there is no doubt that the incidence of diabetes in this country is increasing, and New York is no exception. In that state, approximately 10 percent of individuals are susceptible to having diabetes and only about 5 percent of patients who are eligible for education receive it.

Because of CPESN NY, Alden Pharmacy has eliminated some of the barriers to access while enhancing long-term outcomes with their diabetes education and management. This support is in perfect alignment with the pharmacy's vision to enhance the overall health of their patients and their community.

"The first patient I took through the program had uncontrolled diabetes," Kara says. "We went through the entire class and by the end, not only could we see that her compliance had improved, but we discovered that she was missing five vaccinations which we provided. The clinical data markers of her blood glucose control improved significantly. That's a very real-world example of just how powerful and impactful this service can be for patients and for pharmacists alike."

Along with DSMES, CPESN NY members are now able to administer a far greater variety of vaccines and COVID testing. Additional services also include flu testing, strep, hemoglobin A1C, and blood glucose.

"I could not possibly quantify the value that we have received from CPESN," Kara says. "The value is limitless. I think it's the right route for any community pharmacy to take to expand the scope of their business, expand the scope of their practice, and to move forward."

Membership in CPESN opens doors to expanded clinical programs in a community pharmacy setting. These programs afford marketing opportunities to engage with your patients, medical providers, and community partners to showcase the value of a clinically-oriented community pharmacy.

From a marketing perspective, if you're not engaged with your state's CPESN network, you are missing out on vitally important marketing opportunities to enhance your overall business and further support your pharmacy's vision.

As always, I'd appreciate hearing any comments. I can be reached at [wayne.glowac@gmail.com](mailto:wayne.glowac@gmail.com). ■

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