FDA Delays 'Track and Trace' Enforcement Until Nov. 1

The U.S. Food and Drug Administration (FDA) announced that it will delay enforcement of the “track and trace” requirements of the Drug Supply Chain Security Act for pharmacies until November 1.

Three leading pharmacy groups – The American Pharmacists Association, National Alliance of State Pharmacy Associations, and National Community Pharmacists Association – recently asked FDA to help avoid any potential disruptions in the pharmaceutical supply chain by postponing enforcement of the July 1 product tracing deadline for dispensers.

“Pharmacists appreciate and support the FDA's decision… which will help protect patients from disruptions in access to prescription drugs that may have otherwise and inadvertently occurred,” National Community Pharmacists Association (NCPA) CEO B. Douglas Hoey said in a statement. “Due to circumstances beyond their control, many pharmacies would have had difficulty complying with the July 1 statutory deadline. The FDA's latitude should hopefully allow pharmacies to continue to work with their wholesaler partners in order to achieve compliance with new product tracing requirements intended to enhance the safety of the U.S. pharmaceutical system.”

The act, which went into effect July 1, requires that pharmacies receive, verify, and retain traceable transaction information for all purchased products. This information includes: lot-level Transaction History, Transaction Information, and Transaction Statement documentation on every product purchased. Records must be retained for six (6) years. When it comes to DSCSA compliance, getting your own house in order isn’t enough. A pharmacy is now highly dependent on strong communication with its partners and need to work together in a whole new way. APCI is certain that its relationship with McKesson will help to keep pharmacies compliant. Other suppliers, we are not as certain. So for the initial time, the pharmacy must be sure to keep those transaction records that come in drop shipments or from other suppliers on file.

This is the minimum for a pharmacy that acts only in the capacity of a dispenser. If you strictly receive product that you ultimately dispense to patients, you fall under dispenser compliance guidelines. But if you occasionally resell product to other pharmacies which you do not have ownership of, then you face multiple sets of regulatory requirements – those of dispensers and distributors. If that's the case, you are already out of compliance since wholesaler requirements went into effect on January 1, 2015. The best way to avoid the distributor guidelines is to only transfer or sell product to another pharmacy of quantities for dispensing to a specific patient. This must be well documented. If however, you are transferring or selling

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Marble City Named Pharmacy of Year

APCI member Marble City Health Mart Pharmacy was named the 2015 Pharmacy of the Year grand prize winner Thursday evening, June 25, at the McKesson ideaShare 2015 Opening General Session in San Diego, Calif.

"This pharmacy is a family-owned business that embodies a service-focused atmosphere, and that's what differentiates them," Health Mart president Steve Courtman said at the Opening General Session, adding that he'd recently visited the pharmacy to see the owners in action. "They live their motto – ‘The way a drug store used to be’ – by providing personalized service and quality patient care."

One example of that personalized service: a store cell phone that customers can call 24/7. Staff at the Sylacauga, Ala.-based pharmacy take shifts carrying the cell phone so that they can be available to their patients all of the time.

The cell phone is only one of the several ways that the pharmacy's founder Danny Johnson and co-owners Jacob and Jared Johnson work toward enhancing their community's health. The Johnsons regularly hold education events about diabetes, including classes and an annual fair. They also provide Continuing Education classes for doctors and nurses in the area, and they conduct regular visits to local low-income housing residents and four local assisted living facilities.

Other services Marble City Pharmacy offers include health screenings for local state and municipal government employees, and informing local physicians about changes to regulations on medications or new generics through a brief “fax blast.”

Marble City Pharmacy is also the only specialty compounding pharmacy in their area. And in 2014, the Johnsons opened the first home infusion service in the area, Marble City Vital Care, which saved patients who needed infusion supplies a nearly hour-long trip to Birmingham.

“We want Marble City Health Mart Pharmacy to be a part of the community and to give our customers the peace of mind that we will do everything we can to take care of them,” Danny Johnson said. "We are a truly family-owned business; I have passed on the responsibility to my two pharmacist sons, Jacob and Jared. Our customers love and appreciate the family atmosphere."

McKesson’s Pharmacy of the Year award recognizes independent pharmacies that are best-in-class in a range of areas including innovative approaches to their business and outstanding service to their community.
Goody’s is working with APCI to bring you an opportunity to win tickets to the Goody’s Headache Relief Shot 500 race weekend at the Martinsville Speedway in Greensboro, NC.

Build a counter display or end cap featuring Goody’s Headache Relief Shot and Mixed Fruit Blast Headache Powder along with the two other Goody’s products featured in the APCI August circular and other Goody’s products that you carry. Complete the registration form (included with the monthly ad book) and submit it with two photos to frontend@apcinet.com to be considered for the drawing.

All submissions must be received by Aug. 14, 2015. Participants will be notified of the winners by Aug. 21, 2015. Any store employee may participate in the creation of your display, but no help from APCI or McKesson employees can be used. Your submission will be judged by Goody’s representatives for creativity, use of POS materials provided by Goody’s, and how well the display incorporates the featured products.

A total of 3 prizes will be awarded to the top finishers:

First place winner receives:
- 2 tickets to the Goody’s suite for NASCAR Camping World Truck Series Kroger 200, Saturday, Oct. 31, 2015
- 2 tickets to the Goody’s suite for NASCAR Spring Cup Series Goody’s Headache Relief Shot 500, Sunday, Nov. 1, 2015
- Hotel accommodations at the Downtown Greensboro, NC Marriott, Friday - Sunday
- Bus transportation to and from the race track each day
- A VISA gift card for $100

Second place winner receives:
- $100 Visa gift card

Third place winner receives:
- $ 50 Visa Gift Card

This contest is open ONLY to APCI Ad Program stores. So you have a 1 in 160 chance to win!

For questions or more information contact Laura Maxwell at lauram@apcinet.com.
Act Now to Take Advantage of Congress’ August Recess

A number of bills affecting independent pharmacy bills are currently awaiting action in Congress, and personal visits with elected representatives can be one of the most effective ways for APCI members to state their case to lawmakers. Now is the time for members to begin planning how to get some face time with their Senators and Representatives when they return to their districts later this summer.

Congress will be in recess between August 10 – September 7, and most members will hold town hall meetings and office hours in their home states during this time.

“We’re gearing up for the August recess,” said Bill Eley, Legislative Affairs Director at APCI. “We’re continuing the push to get Congressmen to co-sponsor bills, and we encourage all our members to plan meetings with their representatives and find out when town halls will be. They need to go ahead and plan for the August recess now.”

Eley added that APCI members can also invite their legislators to visit their pharmacies for greater effect.

“What we would love to do is for our members to invite their representatives to visit their pharmacies and let them know what issues independent pharmacy is facing,” he said. “There's not a politician out there doesn’t want their picture made with a local small business.”

Some suggestions for having an effective meeting with a legislator or staffer (who may be more in the know about particular issues than the legislator) include:

- Check the legislator’s web site for dates and times when the legislator will be in his or her district office
- Be respectful, courteous, and professional, even if the legislator’s position differs from yours.
- If you meet the legislator, be sure to send a thank you card after the meeting.

APCI is encouraging members to ask their legislators to sign on as co-sponsors of the following bills that affect independent pharmacy:

H.R. 592 – Recognizing Pharmacists as Providers under Medicare Part B: This bill would enable patient access to, and payment for, Medicare Part B services by state-licensed pharmacists in medically underserved communities.

H.R. 244 – Generic Drug Pricing Transparency Bill (MAC): The bill addresses concerns regarding the updating of drug prices on a weekly basis to better reflect market costs.

H.R. 793 – Ensuring Seniors Access to Local Pharmacies Act of 2015: This bill will allow independent pharmacies to participate in Medicare Part D Preferred Networks located in medically underserved areas.

S. 776 – Expanding MTM Services in Medicare: This Senate bill would amend Medicare Part D so that beneficiaries can become eligible for Medication Therapy Management services if they suffer from specific chronic conditions, including diabetes, cardiovascular disease, COPD, or high cholesterol.

For more information about meeting with legislators and specific legislator websites and schedules, visit the Congress Merge website (http://www.congressmerge.com) or the U.S. House of Representatives website (http://www.house.gov/representatives/find/) to find your representative by zip code.

HOT TOPIC Tuesdays

Next webinar: July 19
Check your email for details and registration information!
Spivey Honored at Arkansas Convention

APCI member Aduston Spivey, owner of Hot Springs Pharmacy in Hot Springs, Ark., was honored with the Cardinal Health Generation Rx Award during the 133rd Annual Arkansas Pharmacists Association Convention in Little Rock.

The award honors a pharmacist who has demonstrated outstanding commitment to raising awareness of the dangers of prescription drug abuse among the general public and among the pharmacy community. The award is also intended to encourage educational prevention efforts aimed at parents, youth, and other members of the community.

At the age of 13, Aduston Spivey was already working in a pharmacy. A native of Alabama, she worked for a man who she says taught her a philosophy of compassion and generosity that she adheres to in her career as a pharmacist.

“My passion has always been helping people. That’s what I got in it for,” Aduston says. “I want to talk to people and find out what’s going on. I don’t think we can truly help them by just giving them a pill; if they don’t know why they’re taking it, they’re not going to get better.”

Aduston’s philosophy of care and compassion was reinforced when she learned what was going on in her own town. “There’s a big drug problem in Hot Springs but there’s also a big recovery community.” When Aduston recognized the need in her community to help struggling addicts, she went above and beyond to help her patients detox off of opioids and focused on helping her community to make sure that anyone in need would always have her help.

Aduston attended the University of Alabama and earned her pharmacy degree from Samford University in Birmingham, Ala. She is married to Steve and together they have three children, two of which are also in the pharmacy profession. She attends First Presbyterian Church of Hot Springs.

New Members
We bid a warm welcome to our newest APCI members!

Chelsea Apothecary
Jeff and Emily Honea
Chelsea, Alabama

John’s Pharmacy
John Ward
Bonita Springs, Florida

Mayascript Pharmacy
Ricardo Bannatyne
Winter Park, Florida

Bayview Pharmacy
Dino Mohebbi
Miami, Florida

Conquest Plaza Pharmacy
Javier Perez
Edinburg, Texas

Benzer Pharmacy
Alpesh Patel
Jacksonville, Florida

Broodmoor Drug Center
Dean Pellegrin
Houma, Louisiana

Suntrust Pharmacy
Aleyamma Cheriyan
Port Richey, Florida

Membership Additions
We also welcome these APCI members who added additional pharmacies to their membership!

Sinks Pharmacy
Sandra Mitchell
Waynesville, Missouri

Triple A Pharmacy
Michael Boyd
Houston, Texas

Trinity Pharmacy II
Clementine Nanje
Atlanta, Georgia

Farmacia Etc.
Craig Longhurst
Houston, Texas

BZ Pharmacy
Ashley Downing
Houston, Texas

Astoria Pharmacy
Harish Katharani
Houston, Texas
Seven Simple Customer Service Tips to Help Boost Your Pharmacy

A recent article on the Drug Topics website claimed that community pharmacy’s “secret weapon” against large chains is the independents’ commitment to customer service. Here are a few simple tips that can help raise your customer service levels:

Keep it clean

Have you ever walked into a retail business that was just out-and-out dirty? The kind of place with litter on the floor, windows that haven’t been cleaned in who-knows-when, and items on the shelves in complete disarray? How long did it take you to turn around and find another place to take your business?

Your pharmacy’s physical appearance is often the first impression a customer gets of your business. Keeping the front of the house (and the back!) clean and neat has to be a priority for any business that depends on the public to keep the doors open. Are your aisles swept, windows clean, and shelves dusted and well-stocked? If they’re not, they need to be! The same goes for the back of the store and the area behind the counter, too. Keeping your stock organized will help you find what you need when you need it!

Smile, smile, smile

It’s been said that “the best way to help a bad mood is to spread it around.” This is NOT how you want to work with your customers! Dealing with a sourpuss is never fun for anyone. A smile and a cheerful demeanor can do wonders, not only for your customers, but also for yourself.

According to Psychology Today, “each time you smile you throw a little feel-good party in your brain.” Smiling activates neural messaging that benefits your own health and happiness. When dealing with others, people find you more attractive when you smile and view you as reliable, relaxed and sincere. Additionally, smiles are contagious; when you smile at someone, it’s likely that they can’t help but smile back (and if they don’t they are likely making a conscious effort not to smile). So whether it’s in person or on the telephone, smile! It makes a difference.

Dress the part

There is a reason that you see employees at many retail businesses wearing a uniform of some sort; it makes it easy for anyone in the store to figure out who works there and who is a customer. Can your patients tell who works in your store and who is a shopper? Uniforms can be as simple or as fancy as you want. In some pharmacies, all employees (including the pharmacist) wear matching scrubs on duty; in others, it can be something as simple as everyone wearing the same color polo-type shirt and a nametag to work. Just make sure that it’s easy for customers to find your employees without having to ask!

Greet customers immediately

There’s nothing worse than walking into a business and feeling ignored (unless you happen to be a shoplifter). How about your store? Do you or your staff acknowledge your patients as soon as they come in the door? Greeting each and every customer who walks in your door with a smile and a “welcome” is a great way to let the customer know from the very beginning that they are appreciated.

Show, don’t point

Perhaps it’s a Southern thing, but etiquette teaches that it is rude to point. Many businesses take this to heart, training their staff to either lead their customers to what they need, or at least using an underhand gesture with an open palm to indicate the proper direction. The same applies in your store; if you have a patient ask for a product location, take them to the product if at all possible, or show them. Just don’t point!

Thank them

One of the easiest ways to let a customer know that you appreciate them and their business can be done with two simple words: “Thank You.” Customers now have a vast array of businesses where they can spend their dollars, and they will spend them at the companies where they feel valued and appreciated. Simply thanking the customer at the end of their transaction can go a long way toward generating good will towards you and your pharmacy. Make certain you and your employees thank each and every customer, every time.
'Celebrate Independents' in July

Once again this year, the National Community Pharmacists Association (NCPA) is promoting July as the month to “Celebrate Independents”.

NCPA has put together marketing materials for member pharmacies to use on websites and social media accounts.

“We put together resources for members to highlight the impact of independent pharmacies and independent businesses on their communities,” said Stephanie DuBois, Associate Director of Marketing Communications for NCPA. “We want to encourage people to shop locally.”

This is the fourth year NCPA has promoted the campaign, with the goal of encouraging more people to shop at their local independent pharmacy. The tie-in to the Fourth of July holiday was natural, DuBois said.

“We said, ‘Why don’t we take this opportunity to not only celebrate Independence Day, but also celebrate independent pharmacies and independent businesses?’”

Materials available include banner and web ads, cover photos for Facebook and Google+, counter cards, and bag stuffers. Sample press releases and letters to the editor are also available. APCI members who are also members of NCPA can download the materials from the NCPA website at http://www.ncpanet.org/marketingmaterials/ (a site login is required).

Tracking

Continued from page 1

stock bottles or product regularly, you must be able to supply the same documentation above to the pharmacy you are selling to. Any loans of products requires traceable transactions of documents from both pharmacies.

McKesson Connect is housing the required records under the Reports and Analysis tab for any purchases made through your account(s) with them, with one exception – 340B. McKesson is retaining this information for the six years from the date of the transaction. The FDA requires an agreement be in place for the data retention and a copy is downloadable from McKesson.

You may also reach out to any of the account services team or APCI’s Jenn Baun with any questions.
Member Anniversaries

20 Years
Scarborough Drug Company
Carlos Eiland
Eufaula, Alabama

10 Years
Duvall Drugs
Michelle D. Blanton
Humboldt, Tennessee

5 Years
Rite-Away Pharmacy
Rohit Chaudhary
San Antonio, Texas

Rite-Away Pharmacy & Medical Supplies
Nikhil Joshi
San Antonio, Texas

Rite-Away Pharmacy & Medical Supply #2
Nikhil Joshi
San Antonio, TX Texas

Cornerstone Family Pharmacy
Ginger Barron
Gadsden, Alabama

Hendersonville Health Mart
Ralph Williams
Hendersonville, Tennessee

Asheville Compounding Pharmacy
John Boff
Asheville, North Carolina

Schaefer Drugs
Chuck Schaefer
Wellington, Florida

Kaup Pharmacy
Gerald Kaup
Fort Recovery, Ohio

Kaup Pharmacy
Gerald Kaup
Union City, Indiana

Kaup Pharmacy, Inc.
Gerald Kaup
Berne, Indiana

Silver Star Pharmacy
Yanet Fernandez
Miami, Florida

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Easy to Grow Your Profits!
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