

# A Study in Maximizing Patient Adherence: Love Oak Pharmacy



## Overview

Love Oak Pharmacy is a locally-owned independent pharmacy in Eastland, Texas. Their focus is delivering a better, simpler experience for people who are managing multiple medications. Love Oak believes that the special relationships they develop with their patients improves customer experience and health outcomes.

Co-owners Benjamin and Heather McNabb purchased Eastland Drug Company in 2015 - the same hometown pharmacy that Benjamin had worked in as a teenager. The husband and wife team, re-opened the pharmacy, café and gift shop under a new name, Love Oak Pharmacy, named after the symbolic tree they planted when they were married. They strive to connect with their patients on a personal level and help people achieve total wellness, in mind, body and spirit.

## Challenge

Love Oak Pharmacy wanted to offer their patients an innovative product, in addition to traditional pharmacy services. They also wanted to differentiate themselves from the competition and expand their geographic reach without building additional brick-and-mortar pharmacies.

## Solution

Love Oak Pharmacy identified that the industry was moving towards CMS star measures, pharmacy quality measures, and adherence-dependent outcome objectives. They saw that having a tangible product, that new and existing patients could easily understand, would give them an edge in a highly competitive marketplace. The RxASP 20 stood out from the competition because of its scalability, price point, packaging materials, and the ability to fit up to six unique pills per packet.

Love Oak Pharmacy purchased the RxASP 20 in 2016. The RxASP 20 allows them to offer patients a product that meets their needs, improves patient adherence, and helps maximize reimbursements. In addition, they've been able to expand their geographic reach because patients have heard about this innovative product and are having their prescription packets shipped to their home if they don't live locally.

## Results

- **Patient Care/Adherence.** According to McNabb, "The RxASP closes the loop on Medication Synchronization. It helps patients take their medications correctly every time and solidifies the synchronization of medication between fill dates."
- **Differentiation & Geographic Reach.** "It gives us a unique selling point and distinguishes us from our competition, because no one else is offering this service in the area," says McNabb.
- **Profitability.** McNabb shared, "It has helped our business be more profitable because we are maximizing reimbursements from Medicare plans, maximizing the number of prescriptions filled per patient per month, and capturing many new patients that have complex drug regimens."
- **Improve Efficiency.** "It has completely changed how we operate as a business. We're more proactive, more efficient and more profitable," says McNabb.

## Client Testimonial

"What makes our biz very unique is the niche service that we offer through the RxASP 20. We can now offer our patients the option of picking up all their prescriptions once a month, organized so they can easily take them as prescribed, and get them on track to achieve 100% adherence. This really helps our business, but it also helps our patients achieve their health goals."

"When we prove our patients are adherent we maximize our reimbursements and gain a competitive advantage in the increasingly outcomes-based health-care environment."

### Client Testimonial (continued)

"Patients have told me that adherence packaging has been life-changing. In the past, they were never able to take their medication as prescribed. They're now taking their meds on time and are 100% compliant on the new system. It's affecting their health in a big way."

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*Love Oak Pharmacy, Ben McNabb, Owner*



Ben McNabb  
Owner/Pharmacist

### About Love Oak Pharmacy

Love Oak Pharmacy in Eastland, Texas, is a full-service independent community pharmacy that delivers a better, simpler experience for people managing multiple medications. They are a small business with a big heart for their community and for the people they serve every day. They think the special relation-

ships they develop with their patients improves customer experience and health outcomes. Their core principle to love and serve others guides their patient interactions. They strive to help people achieve total wellness, in mind, body and spirit.

### Visit RxSafe

For pharmacy owners who are focused on improving profitability, patient adherence, reimbursements and efficiency, the RxASP™ family of machines provide semi-automated strip packaging and are scalable for any size pharmacy.

Please visit the website at [www.rxsafe.com](http://www.rxsafe.com) for more information. To stay connected, follow RxSafe on Twitter, LinkedIn and Facebook.