

CVS #18014 Diabetes Point of Care Testing and Education: Pharmacy Business Plan

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Background

- According to the CDC, 34 million Americans have diabetes, and over 88 million Americans have pre-diabetes.
- There are 19,941 people over the age 20 diagnosed with diabetes in St. Clair County which is 10.2% of the population.
- Diet, exercise, and medication adherence are crucial for controlling blood glucose and prolonging/preventing diabetes-related complications.

St. Clair County

Population	259,686
Median Household Income	\$55,179
Median Age	39.6 years old
Education	
High School diploma or higher	91.1%
Bachelor's or higher	28%
No High School diploma	8.9%

Operational Plan

- Our pharmacy will offer POC glucose testing, POC A1c testing, immunizations, diabetic foot exams, blood pressure tests, and diabetes counseling appointments.
- Services will be offered from 1-9 pm on Mondays and Tuesdays, 5-9 pm Wednesday through Friday, 9am-5pm on Saturdays, and 10:30am-4pm on Sundays.
- Our pharmacists will be required to complete APhA's Pharmacist and Patient-Centered Diabetes Care Certificate Training Program.
- Glucose and A1c testing is CLIA waived, so we will not need to apply for the biennial CLIA certification.

Financial Projections

Breakeven Analysis

Service	Charge	Patients per month	\$ needed to breakeven	Revenue
Glucose Testing	\$10	59	\$588.04	\$590
A1c testing	\$25	31	\$760.76	\$775
Foot Exams	\$50	14	\$677.51	\$700
Counseling Appts.	\$50	12	\$570.76	\$600
Immunizations	\$25	23	\$570.76	\$575
			Breakeven amount per month: \$3,167.83	
			Actual amount per month: \$3,240	

Pro Forma Income Statement

Sales/ Income	
Diabetes testing sales	\$19,000
Immunization profit	\$23,000
Gross Profit	+\$42,000
Operating Expenses	
Marketing	\$3,150
Supplies	\$4,880
Rent	\$18,000
Miscellaneous Operating Expenses	\$2,000
Total Operating Expenses	-\$28,030
Net Operating Income:	+\$13,970

Current Assets

Current Assets	Current Liabilities
Accounts Receivable	Accounts Payable
\$42,000	\$30,000
Equipment and supplies	Rent
\$4,880	18,000
Prepaid Expense	Marketing Expense
\$0	\$3,150
Investments	Miscellaneous Expense
\$10,000	\$2,000
	Stakeholder's Equity
	\$3,730
Total: \$56,880	Total: \$56,880

Financial projections

Material	Quantity	Annual Cost
Flyers	500	~\$50
Signs	4 (different sizes)	~\$100
Social Media Outreach	\$250/ month	\$3,000
		Total Marketing expenses: \$3,150

Timeline

Completion Date	Task	Responsible Party
June 1st	Set up schedule for pharmacist attendance at POCT program	Pharmacy Manager
July 1st	Acquire equipment	Pharmacist 1 & 2
August 10th	Policy and Procedure Manual	Pharmacy Manager and staff
	Documentation	Pharmacist 1
	Patient Education Materials	Pharmacist 2
	Follow-up	Pharmacist 1 & 2
October 1st	Marketing Program	Pharmacist 1&2
October 15th	Educate staff about program	Pharmacy Manger
November 1st	Implement marketing program	Entire Staff
December 1st	Begin screening patients	Entire Staff

Exit Strategy

- Pharmacist and Student Pharmacists will return to original duties and responsibilities they had before the service
- Blood glucose testing meters, testing strips, and lancets that have been unopened may be returned to pharmacy stock
- Pharmacists, technicians, and patients will be notified that the program is being dissolved.