



Flip the Pharmacy (FtP) Request for Applications

Priority Theme –Demonstrating the Value of Community Pharmacy

Application Period: June 17, 2025 – August 6, 2025

Duration of Award Performance Period: 12 to 15 months

CPF has committed up to \$1 million dollars to fund multiple statewide initiatives in this phase

New FtP Funding Opportunity

Product-based reimbursement models in community pharmacy practice are not sustainable nor reflective of current community pharmacy practice that is patient care focused. There is a clear need for community pharmacy payment reform but unfortunately, the system is not changing fast enough. Expansions of Pharmacy Practice Acts have provided new opportunities and community pharmacies are exploring ways to implement innovative patient care services/models of care in their practices. To optimize these opportunities, community-based pharmacies need to have the practice infrastructure and workflow efficiencies in place to support these efforts. From 2019 to 2024, the Community Pharmacy Foundation (CPF) invested over six million dollars to develop and support its signature community pharmacy practice transformation program, Flip the Pharmacy (FtP). The FtP program was designed to help community pharmacies develop practice infrastructure efficiencies and resource optimization strategies that promote the delivery of high quality, longitudinal patient care. FtP provides valuable tools and resources along with critical coaching support to pharmacies that are transforming their practices to provide patient care services.

CPF believes that community pharmacy practice transformation continues to be relevant in today's healthcare environment. Payers are showing interest in partnering with community-based pharmacies to improve the care and health outcomes of their beneficiaries, but community pharmacies are experiencing barriers to implementing these programs and services. In addition to the barriers, it has been challenging for community-based pharmacies to tie positive health outcomes and plan savings to the interventions they make because there is often no infrastructure or support to aggregate and analyze the data to express their value. CPF is making another \$1 million dollar commitment to FtP with the goal of funding several statewide initiatives where payers and community-based pharmacies work together to eliminate the barriers, minimize the friction, and streamline the processes to support the delivery, documentation, and payment for pharmacist/pharmacy services. This funding will also support data aggregation and analysis to demonstrate the value of the health care services provided by community pharmacists and their teams.

Call to Action: Minimum Requirements for FtP Grant Applicants

- The lead grant applicant must be well positioned to bring together key stakeholders across multiple organizations to support the implementation of this project/program.
- There must be at least one payer (ideally statewide) that is offering community-based pharmacies the opportunity to deliver a pharmacist provider/pharmacy service (e.g., chronic care longitudinal service, targeted interventions with longitudinal monitoring and follow-up) that is supported by a sustainable, scalable payment model.
- Applicants will be asked to describe the revenue model that will support sustainability and scalability of the service opportunity. Important note: applicants will **not** be asked to disclose specific contract terms but will be asked to describe the revenue model and billing mechanism for how pharmacists/pharmacies will be paid for the services provided.
- The lead grant applicant must identify a Team Lead/Project Manager, who will be the primary point of contact for CPF.
- The Team Lead/Project Manager will be responsible for coordinating the FtP Coaches and overseeing the FtP team's progress throughout the grant period.
- The lead grant applicant must identify a team of pharmacies, ideally across multiple pharmacy organizations, that will provide adequate market coverage throughout the state/region.
- Pharmacies that participate must be willing to actively engage in transforming their practice to support delivery of the service. Pharmacies will be required to work with an FtP coach to set goals, report data and identify best practices and lessons learned that can be shared with others.
- Each FtP team must have an appropriate number of FtP coaches to support the number of pharmacies that are involved in the project/program. FtP coaches must have experience in community pharmacy practice to be a coach.
- FtP coaches must be willing to tailor their coaching approach depending on the needs of each participating FtP pharmacy. The minimum requirements for FtP coaches are: 1) meeting with each FtP site in person (at least quarterly); 2) meeting with each FtP site virtually (at least monthly); 3) providing ongoing support that holds the pharmacy accountable to their practice transformation efforts; and 4) participating in monthly group setting practice transformation programming supported by the FtP Director/Team Lead.
- The payer involved should be willing to engage with the Team Lead/Project Manager and the community pharmacy providers consistently to support successful implementation of this project/program.
- There must be mutually agreed upon data/metrics and standardized data collection and sharing between the payer and the pharmacies.
- All participating pharmacies will be required to collect, aggregate, analyze and report data to CPF to support value expression of the opportunity to key stakeholders.
- The payer will agree to share data with the pharmacies and contribute to the analysis and publication of the project/program results.
- The grantee must be willing to work with CPF to establish goals and milestones throughout the grant period. Grantees must meet their designated milestones to receive grant payments.
- The FtP grant funding must be used to support practice transformation efforts that facilitate the successful implementation, documentation, billing, payment, and value expression of community pharmacy.

FtP Grant Application Process

The questions included in the FtP Grant application are listed below in the first column. Additional guidance intended to help the applicant complete the grant application is provided in the second column. Applicants are strongly encouraged to review this guidance carefully before applying.

FtP Grant Application Questions	Guidance for Applicant
1) Background: Provide a description of the project/program that will be implemented with support from this grant funding.	<p>Applicants should provide a succinct description of the project/program that will be implemented with support from the grant funding.</p> <p>For this round of FtP funding, CPF will prioritize funding statewide initiatives that include payers and pharmacy providers working together to implement a project/program that has a sustainable revenue model and billing mechanism. (5-7 sentences)</p>
2) Project Objective(s): List the project objectives.	Applicants should list the project objective(s).
3) Needs Assessment/Rationale for the Project/Program	Applicants should describe the need this project/program fulfills. (3-5 sentences)
4) Opportunity Assessment: Describe the scope of this opportunity. Please include details on factors such as market size, patient interest/demand, payer interest/commitment to the opportunity.	<p>Applicants should describe the scope of this opportunity. Please include details on factors such as potential market size, how many patients are eligible to receive the service, how many pharmacists/pharmacies have the opportunity to participate/provide the service, patient interest/demand for the pharmacist provider/pharmacy service, payer interest/commitment to the opportunity.</p> <p>CPF will prioritize funding projects/programs that cast a wide net, reach a large number of patients, and have potential to scale to all community pharmacies.</p>
5) Describe the revenue model that will support sustainability of this project/program beyond the grant funding. Applicants should <u>not</u> disclose any specific contract terms in the application.	<p>Projects/programs must have a sustainable revenue model to be considered for FtP funding.</p> <p>Applicants will be asked to identify the revenue model that will support sustainability of this project/program beyond the grant funding. (e.g., Fee for Service, Value Based Contract, Enhanced Dispensing Fee, etc.).</p> <p>Applicants should describe the documentation requirements and billing mechanism [e.g.,</p>

	<p>Pharmacy POS claim, eCare plan submission, CPT code (aka, "Medical Claim"), other platform adjudication (e.g., Part D MTM platform)] required for pharmacists/pharmacies to get paid for this service.</p> <p>Applicants should <u>not</u> disclose any specific contract terms in the application.</p>
6) Explain how you will leverage the Flip the Pharmacy program to support implementation of this project/program.	Applicants should describe how the FtP program will help support implementation of this project/program. Applicants should describe the coaching model that will be used to support practice transformation efforts in each of the pharmacies and how the tools and resources provided by the FtP program will be leveraged to support implementation. Background information about FtP is included in the Appendix of this document.
7) Describe how this project/program will be replicated/scaled beyond the grant funding.	<p>Projects/programs must have potential for scalability to be considered for FtP funding. To truly transform community pharmacy practice, there needs to be widespread scalability.</p> <p>CPF's goal is to have a positive impact on as many pharmacies as possible and will prioritize funding projects/programs that have strong potential to be replicated beyond the grant funding. Applicants should describe how the best practices and lessons learned from this project/program can be scaled to other pharmacies.</p>
Project Team/Collaborative Partners	
1) Complete the table in the application to identify the FtP project team.	The project team must include a designated FtP Team Lead/Project Manager and FtP Coaches that will work directly with the community pharmacy practices that are implementing the project/program. The FtP Team Lead/Project Manager will be the point of contact for CPF and will coordinate the FtP team effort. FtP Coaches will work directly with the FtP pharmacies to help them identify opportunities and barriers to practice transformation, set goals, and monitor practice transformation progress. There must be an adequate number of FtP Coaches assigned to support the number of community pharmacies engaged in FtP. The number of FtP pharmacies that can be coached by one FtP coach may vary depending on the experience and the time and

	<p>resources the coach has available to dedicate to each FtP pharmacy.</p> <p>The grant review committee will review the experience of FtP Team Leads and Coaches and take this into consideration as they award FtP grants. Please be sure to describe each team member's experience in community pharmacy practice and with FtP.</p>
2) Describe how you will identify/invite community pharmacies to participate in this project/program.	<p>The grant applicant must identify a team of pharmacies, ideally from multiple pharmacy organizations, that will provide adequate market coverage throughout the state/region. In the application, the applicant should specify how many pharmacies will be invited to participate and describe how they will identify the pharmacies that will be invited to participate in the project/program.</p> <p>CPF will prioritize funding project teams that cast a wide net, engaging community pharmacies across a state/region that represent multiple pharmacy organizations.</p> <p>If the information is available at the time of submission, the applicant can complete the table in the application that includes the name, address, and NPI of pharmacies that have committed to participating in the project/program. If this information is unavailable at the time the application is submitted, the applicant can include a list of pharmacies that have been invited or will be invited to participate.</p>
3) Please list any collaborative relationships/partnerships (e.g., State Pharmacy Association, College/School of Pharmacy, Department of Health, CDC, Health Plan, Technology Vendor, CPESN Network, Sponsor) that will support the success of this project/program and describe the support they will provide.	<p>Applicants should identify any collaborative relationships/partnerships that will support this opportunity and describe the support each partner will provide to support the practice transformation efforts of the community pharmacies. The support may be financial or in-kind.</p> <p>Priority will be given to applicants that have strong collaborative relationships/partnerships to support this project/program. Letters of support from collaborative partners may be submitted to support the application.</p>

4) Please describe the capacity and readiness of your project team/community pharmacies/partners to implement the proposed project.	Please summarize the capacity and readiness of your project team/community pharmacies/partners to implement the proposed project/program. If possible, share past successes with similar projects that demonstrate your ability to implement the proposed project successfully.
Data/Evaluation	
1) How will you measure the success of this project/program? What data/outcomes will you collect/monitor to evaluate the success of this project/program? Please provide a detailed explanation of how this data will be collected and evaluated.	<p>Please provide a detailed explanation in the table of how this data will be collected, evaluated, and shared. Describe what data will be collected, the source of the data, how the data will be analyzed/evaluated, and how the data will be shared to drive growth and improvement in community pharmacy practice.</p> <p>CPF will prioritize funding projects/programs that have the ability to aggregate and report data that will express the value community pharmacists/pharmacies add to the healthcare system.</p>
Budget/Funding	
1) Please provide a breakdown of how the funding will be used and a detailed description to justify the resources requested in each budget category in the table in the application. The categories listed in the table are suggestions and can be revised as necessary.	<p>In the application, there is a table that requires the applicant to specify the breakdown of how the funding will be used to support the project/program.</p> <p>Note: the budget must include a line item for funding FtP coaches as this is required component of the FtP program. Historically, based on past FtP cohorts, ~\$1500-\$2,000/per pharmacy has been budgeted to support coaching.</p>
2) Are there other funding streams being utilized to support this project/program? If so, what is the source and amount of the other funding streams?	<p>Applicants are asked to describe the source and amount of any other funding streams that will support the project/program.</p> <p>Priority for funding will be given to applicants that have matched funds or additional funding streams to support this project/program.</p>
Timeline	
1) Please include a detailed timeline for implementation of this project/program.	Ideally, the project/program would be completed (including data analysis, reporting, and dissemination) within 12-15 months of receiving the grant award.
Deliverables/Future Implications	

1) What deliverables will be produced by this project/program that can be shared with others with the goal of advancing community pharmacy practice?	The project/program must have at least one deliverable that can be posted publicly on the CPF website and shared widely for the benefit of all of community pharmacies.
2) How will the deliverables and results of the project be shared/disseminated to key stakeholders?	Please describe how the results/deliverables will be disseminated/shared with key stakeholders.
3) How will this project/program drive growth and contribute to widespread change in community pharmacy practice?	Describe how this project/program will drive growth and contribute to widespread change in community pharmacy practice.

Timeline for FtP Grant Cycle

June 17, 2025 – August 6, 2025: grant application open

August 6, 2025 – September 5, 2025: grant applications will be reviewed

September 8, 2025 – September 12, 2025: awardees will be notified

September 15, 2025 – November 1, 2025: grant processing will occur

November 1, 2025 – December 31, 2025: program/project preparation will occur

January 1, 2026 – December 31, 2026: FtP Grant Implementation/Data Collection/Reporting

January 1, 2027 – January 31, 2027: Data Analysis/Dissemination of Final Report

To Apply:

- 1) Download an application at this link: <https://communitypharmacyfoundation.org/ftp/>
- 2) Submit the completed application to grants@communitypharmacyfoundation.org by COB on Wednesday, August 6, 2025.
- 3) Any questions related to the call for application can be directed to Kelly Brock, Executive Director, Community Pharmacy Foundation at kbrock@communitypharmacyfoundation.org.

Appendix

Background of Flip the Pharmacy (FtP)

Flip the Pharmacy is a well-recognized community pharmacy practice transformation program in the marketplace. Pharmacies that have engaged in the FtP program are transforming their practices, implementing new technologies and workflow innovations, expanding patient care services, and innovating new practice/business models successfully. Pharmacies that engage in FtP are implementing payer programs, generating new non-dispensing revenues, and improving patient care and outcomes in their communities. Pharmacies engaged in FtP work with a practice transformation coach to set goals and implement workflow innovations within the six key FtP practice transformation domains (Figure 1). A brief description of each FtP Domain is provided below.

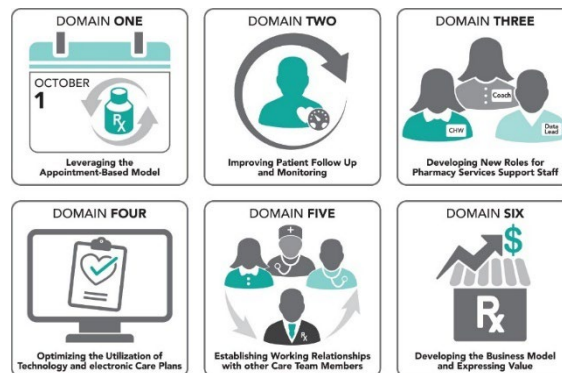


Figure 1 Flip the Pharmacy Domains

Domain 1: Leveraging the Appointment-Based Model. Medication synchronization is a proactive patient-care approach to align all the patient's medication refills to a single appointment date each month. Medication synchronization helps control the pharmacy workflow and provides the time to offer additional patient care services. In addition, utilizing the appointment-based model allows the pharmacy to schedule a specific time to meet with the patient and deliver additional services.

Domain 2: Improving Patient Monitoring and Follow Up. To move from providing moment-in-time, prescription-level care to providing longitudinal patient-level care, pharmacies need to develop and implement processes to monitor and follow-up with patients and document within the patient care record.

Domain 3: Optimizing the Roles for Each Member of the Pharmacy Team. To achieve efficient workflow and improve patient care processes, pharmacies need to optimize all the support staff in the pharmacy. This will create the capacity to optimize practice opportunities and free up the pharmacists to focus on patient care services.

Domain 4: Optimizing the Utilization of Technology. Technology should be used to improve pharmacy operations and workflow, assist in patient care activities, and provide a way to document patient care or care planning. Each pharmacy should assess their needs and identify how to optimize the use of technology to add efficiencies to their pharmacy.

Domain 5: Establishing Working Relationships. Pharmacists are part of the health care team and have a professional responsibility to ensure that each patient's medications are optimized. To do so, pharmacists must identify and make appropriate clinical interventions to resolve medication-related problems (MRP). This requires working collaboratively with other healthcare providers and coordinating the care of mutual patients.

Domain 6: Developing the Business Model and Expressing Value. Each pharmacy must be able to evaluate potential opportunities to determine if the opportunity is valuable to the practice and the patients they serve and if it will generate enough revenue to support implementation and sustainability.