



COMMUNITY PHARMACY FOUNDATION
COMPLETED GRANT SYNOPSIS

The Economic Viability of a Pharmacist Directed Travel Health Clinic in an Independent Community Pharmacy

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Objectives

1. Determine profitability and sustainability of a Travel Health Clinic in an independent community pharmacy
2. Identify cost-effective marketing strategies
3. Measure patient satisfaction with provided services
4. Measure patient acceptance (and purchase) of pharmacist recommended prophylaxis and treatment options

Methods

Design	<ul style="list-style-type: none"> • <u>Setting</u>: Independent community pharmacy in Eastern Iowa • <u>Participants</u>: Persons traveling outside of the United States • <u>Data Collection</u>: <ul style="list-style-type: none"> • Number of clinic visits • Overall service revenue • Number and type of vaccines administered • Patient satisfaction and efficacy of marketing strategies • <u>Design</u>: Retrospective descriptive analysis utilizing pharmacy records and patient satisfaction surveys • <u>Analysis</u>: The total revenue, total costs, and net profit of the Travel Health Clinic will be calculated. Participant surveys will indicate satisfaction and efficacy of marketing.
Study endpoints	<ul style="list-style-type: none"> • Overall Cost and Revenue at end of study collection, extended from February 2011 to October 2011 for purpose of grant. • Quantification of vaccines administered

Results

- Total Cost: 10/01/10 thru 10/01/11 \$10,668.69
- Total Revenue: 10/01/10 thru 10/01/11 \$14436.11
- Net Profit for the time period is \$3767.42
- Excel Breakdown attached

Conclusion

Travel Health Clinic within an independent community pharmacy is profitable and sustainable. Profit is achieved, regardless of whether a resident pharmacist or staff pharmacist performs the activity. A resident's time does gain greater profitability with the education portion. As Marketing gets out the quantity of appointments is growing.

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