

Great Green Pharmacy: A Pandemic Patient Care Innovator

Great Green Pharmacy has been serving the local community since 2004. When COVID-19 hit, owner Mike Bower and his team of 10 needed to get creative to respond to the changing needs of their patients. With the help of Pharmacy Development Services (PDS), Mike was able to implement several new programs, two of which innovatively targeted workers' compensation claims and immunity boosting supplements.

Workers' compensation was a topic on most patients' minds throughout the COVID-19 pandemic. Mike recognized this and dove into serving workers' compensation patients using a new program called StreamCare. StreamCare is an alternative to the standard pharmacy benefit management offered through Alabama Blue Cross. Of the new program, Pharmacy technician Jeremy Bates said, "We've accrued over \$18,000 in additional benefits from using StreamCare rather than a pharmacy benefit manager."

Jeremy has drawn attention to the StreamCare initiative by delivering resources and business cards to local attorneys' offices, orthopedic centers, sports rehab facilities, and pain clinics where workers' compensation patients can find them.

Immunity support has been another prominent patient concern throughout the pandemic. After being inspired at the 2020 PDS Super-Conference, Mike decided to dedicate a small portion of the pharmacy storefront to an immunity boosting supplements display. Unsure how the price for quality would be received in the rural Great Green community, Mike was thrilled when the pharmacy sold \$1,800 in supplements in less than two weeks.

Great Green emphasizes that they provide quality products that work without breaking the bank. Jeremy reminds patients that cheaper brands may seem appealing on the surface but "just because a nutrient is listed on the bottle doesn't mean that your body can absorb it or break it down." The reputable lines Great Green carries, such as Ortho Molecular, Pure Encapsulations and Nordic Naturals, are specifically designed for absorption and effectiveness.

Furthering their commitment to immunity, the team at Great Green has formed a patient counselling area dubbed the Room of HOPE (Helping Our Patients Everyday). Here, patients are invited to meet with a pharmacist to discuss health and wellness solutions and receive advice about which vitamins and supplements would be most effective for them. From there, the pharmacist creates a tailored program unique to each individual's needs.

Great Green recently started using social media platforms to raise awareness for their expanding product offerings. Facebook Live topics and posts centered around various products and programs are keeping existing patients informed and bringing new patients in from around the community. You can check out their Facebook page to learn more.

The team is excited to continue building the workers' compensation program and increase supplement support in 2021. Mike Bower says, "We just love serving people and we know that if we take care of people, they will take care of us."