



The Future of Point-of-Care Testing: Expanding Your Pharmacy's POCT Portfolio

Jennifer Palazzolo, BSPharm

Owner, Flatirons Family Pharmacy

Disclosure Statement

There are no relevant financial relationships with ACPE defined commercial interests for anyone who was in control of the content of the activity.

Pharmacist and Technician Learning Objectives

1. Outline which tests you can offer on site in your pharmacy for rapid results and which tests need to be sent off for results.
2. Summarize characteristics of patient populations to market advanced point-of-care tests to.
3. Discuss workflow strategies and staff utilization for implementing and expanding advanced test offerings.



Brand Yourself Around Wellness

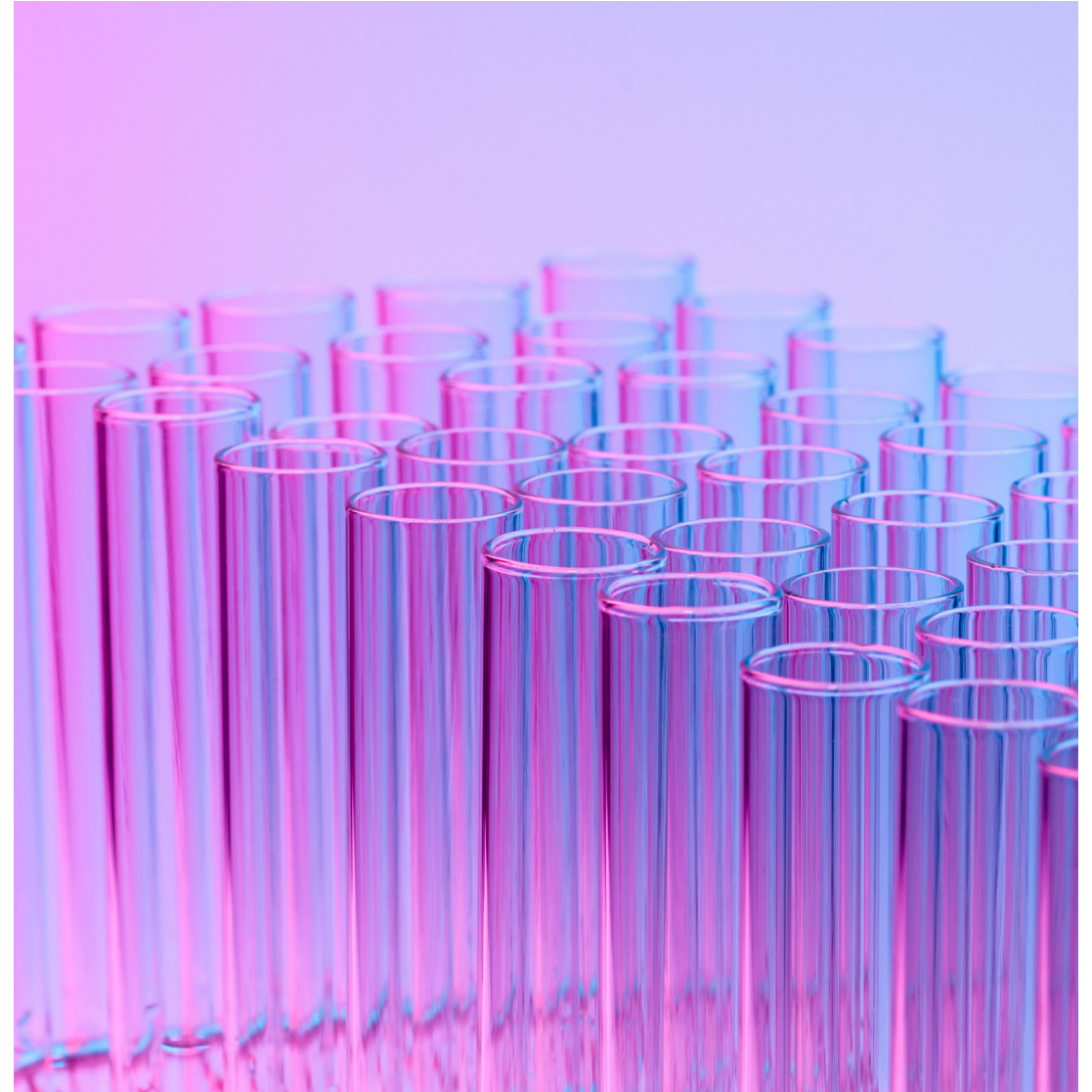
- A Wellness focused pharmacy can offer a broad range of tests that are more focused on preventative care.
- Combine Traditional Pharmacy Offerings with offerings that focus on the WHOLE person.
- Target patients looking for individualized treatment options and a proactive approach to health.





Expanded Testing Options

- Cardiometabolic (A1c, Lipids)
- BMI and weight analysis
- Nutrient Deficiency
- Food Sensitivity
- GI and Microbiome
- Cortisol Testing
- Hormone and Thyroid Balancing
- Detox and Inflammation Panels



Real Time Result Testing Options



Cardiometabolic and Weight Analysis

A1C

- CLIA Waiver
- CLIA Waived Testing Device
- Policies and Procedures
- Consent Forms
- Private Testing Space

Lipid Panel

- CLIA Waiver
- CLIA Waived Testing Device
- Policies and Procedures
- Consent Forms
- Private Testing Space

BMI

- Clinical Grade Body Composition Analysis Device
- Semiprivate Area for Testing
- Policy and Procedures
- Consent Forms
- Secure storage of digital results



Tests That are Sent Off for Results

- Kits provided by partner labs (blood, saliva, urine, stool)
- Known as Non-Diagnostic Wellness Testing
- Possible testing authorization depending on your state
- Initial Consent Forms
- Pre Payment to Pharmacy



Nutrient Deficiency

Full micronutrient panels are complex. Here is an example of offerings a pharmacy can have depending on the lab partner they choose :

- Vitamin D
- B12
- Iron (via Hemoglobin)
- Magnesium
- Zinc
- Folate
- Amino Acids, Minerals
- Electrolytes, Metabolic Markers

Food Sensitivity and Gut Health

- Uses a partner lab
- Provider Bill Account Set Up
- Patients typically self-collect
- CLIA Waiver not required for send out tests



Hormones, Thyroid and Cortisol

- Sex hormones and Cortisol are typically saliva tests
- Thyroid is a blood spot test
- Patients can self-collect
- Prescription Treatment is often needed based on test results



Toxin and Inflammation Testing

- Heavy Metals
- Mold/Mycotoxins
- Environmental Toxins
- Pesticides/Herbicides
- Oxidative Stress Markers
- CRP
- Homocysteine
- Cytokines
- Lipopolysaccharides



Test Results....Now What?

One-on-One Consult with the Pharmacist

Supplement Protocol (when appropriate)

Lifestyle Coaching

Referral to Prescriber or Dietician (when needed)

Follow up testing and consult in 3-6 months

Client Characteristics for Wellness Pharmacy

Client Profile for an Integrative Pharmacy

✓ Demographics

- **Age:** 30–65 (often skewed female); proactive
- **Wants:** personalized, holistic solutions not just prescriptions
- **Motivation:** Prevention, root cause treatment, lifestyle medicine
- **Income:** Middle to upper income; willing to pay out-of-pocket for value
- **Health Status:** Dealing with chronic issues (fatigue, gut problems, hormone imbalance) OR seeking prevention and optimization
- **Insurance Use:** May have insurance but prefers cash-pay convenience, privacy, or functional approaches not covered by insurance



Workflow

Appointment Based

Technician can handle intake verification, appointment reminder and verify payment

Pharmacist will do brief consult pre appointment to determine test type



On Site or Send Off

Technicians can perform many CLIA waived tests
(check with your state)

Pharmacist will need to do all consultations after test results

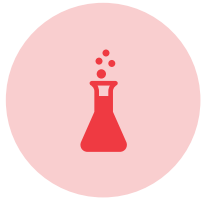


Record Keeping and Follow Ups

Pharmacy Software

EHR

Marketing Ideas



Test Kits on display
to spark curiosity



Brief Informational
videos on social
media



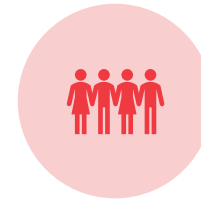
Introductory
discounts



Success stories and
reviews



Partner with
providers



Educate all staff so
they can talk about
it



Mark Your Calendar

- Pick one test you'd like to implement
- Take out your calendar and give yourself a reminder one week from today to get started
- Set a reminder 30 days from that date to check your progress
- Set a 90 day check in and a plan to add another test to your offerings





Questions?

Jennifer Palazzolo

Owner, Flatirons Family Pharmacy
jen@flatironsrx.com