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NCPA 2025 ANNUAL CONVENTION



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**Using Your Own Data for
Strategic Decision Making**

➤ **NCPA 2025 Annual Convention and Expo**



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Speaker-Moderator



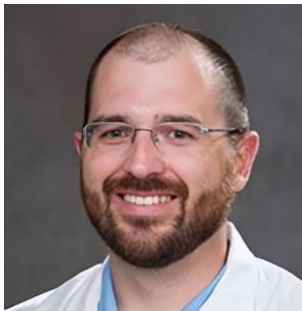
Troy Trygstad

ED/Program Lead CPESN BI
CPESN USA



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Panelists



Joe Greenwood

Owner
Greenwood Pharmacy



Wyatt Walker

Owner
Walker's Pharmacy



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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.



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Pharmacist and Technician Learning Objectives

1. Describe the types of information pharmacies generate that can be leveraged for decision making.
2. Discuss examples of data patterns and trends revealed through analytic tools.
3. Identify approaches for using data insights to improve profitability and sustainability in pharmacy practice.



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What is Business Intelligence?

Business intelligence (BI) refers to the processes and technologies used to analyze business data and **gain insights** that support better **decision-making**. It involves collecting, storing, analyzing, and presenting data to reveal trends, patterns, and relationships that can **inform strategic and operational decisions**.

Essentially, BI helps organizations **turn raw data into actionable intelligence**.

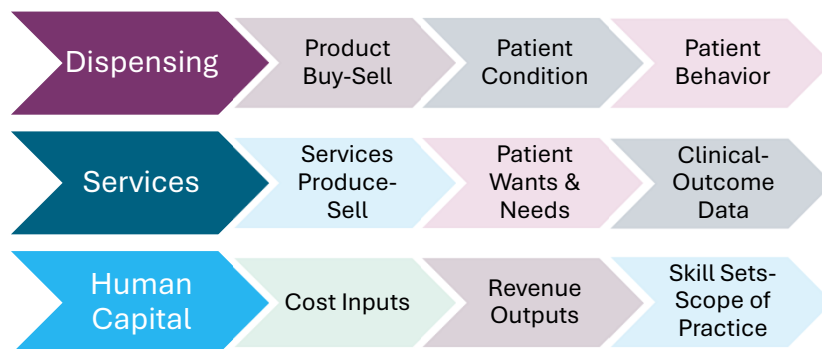
-Google AI result



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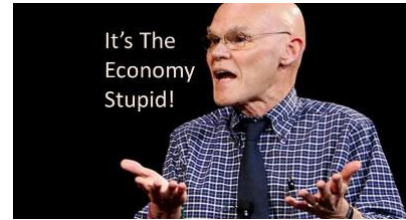
Available Data Sources in Community-Pharmacy

Community Pharmacies are Rich in Data...



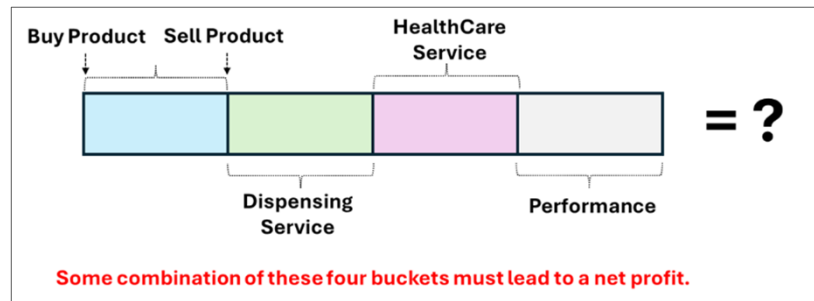
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As the Community-Pharmacy Business Model Evolves – A More Complicated (and Opportune) Set of Analytics Emerges



“It’s the Business Model, Stupid.”

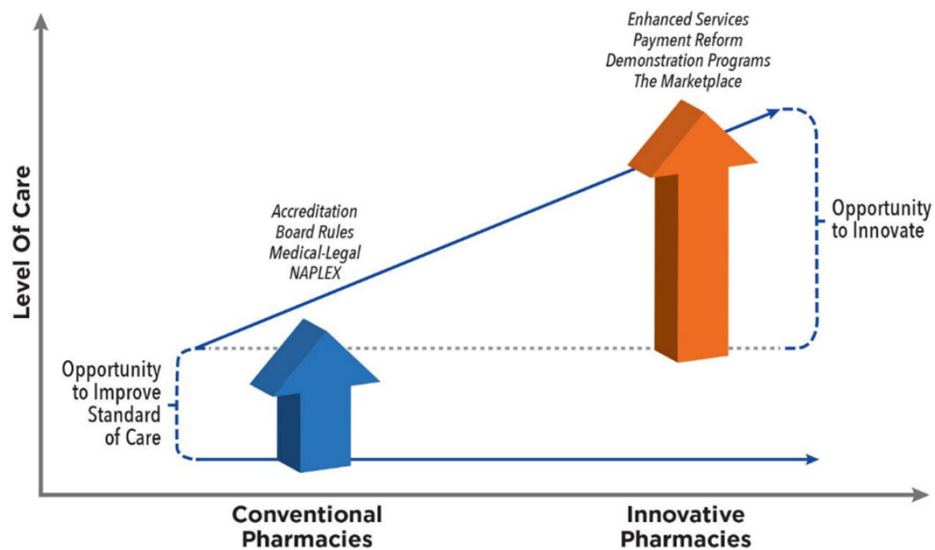
“Whole Consideration Analytics”



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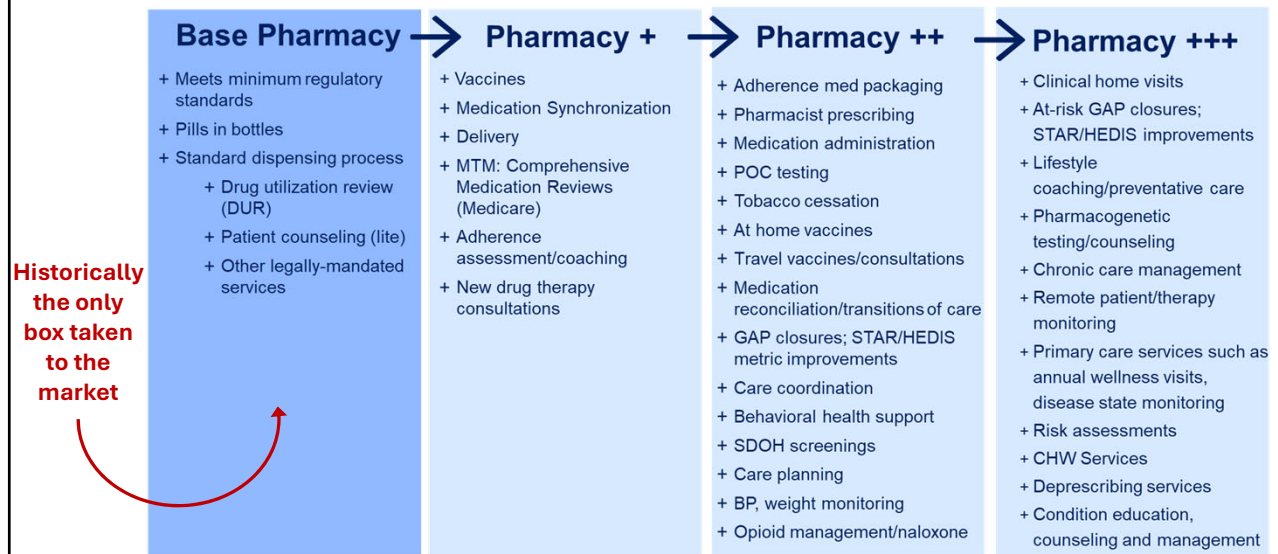
Independents Need to Differentiate and Innovate to Survive



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Independents Need to Differentiate and Innovate to Survive



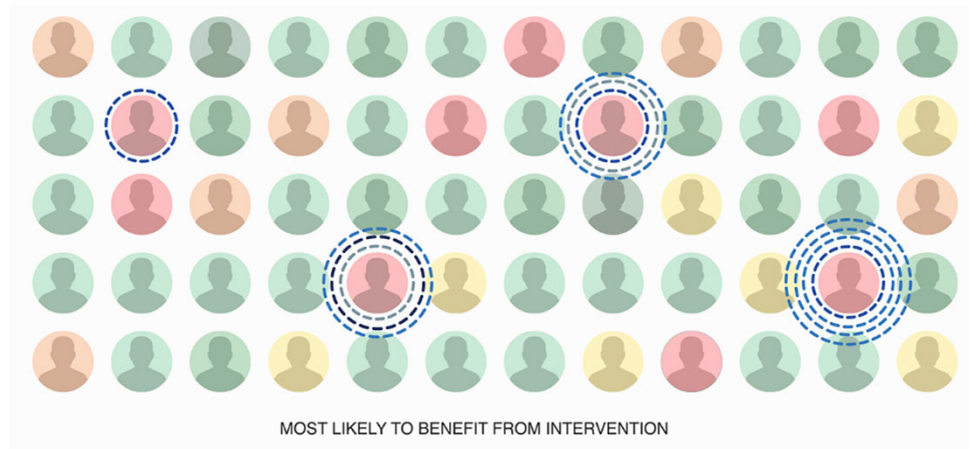
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Business Intelligence: Who Needs The Service?

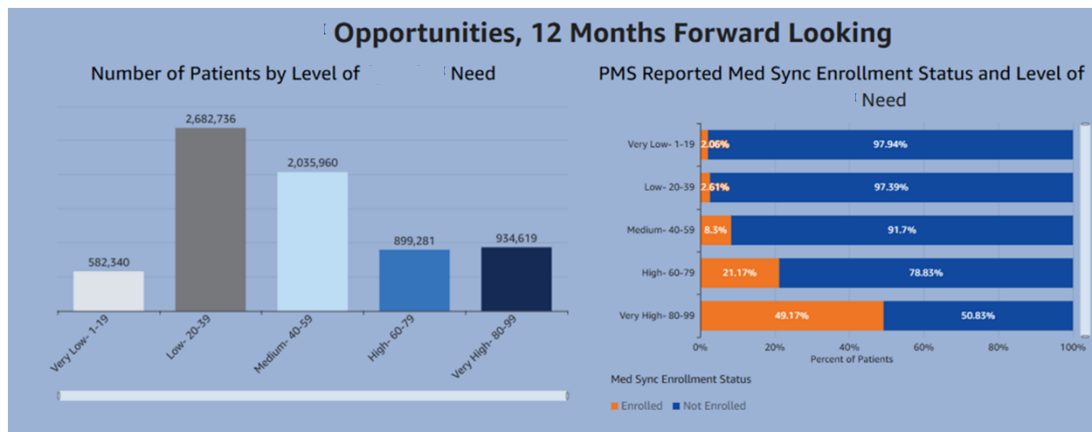


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Business Intelligence: Who Has a Gap? What is the Margin?



Profit-Loss Opportunity Analytics & Scoring (Example: Medication Synchronization Use Case)



Profit-Loss Opportunity Analytics & Scoring

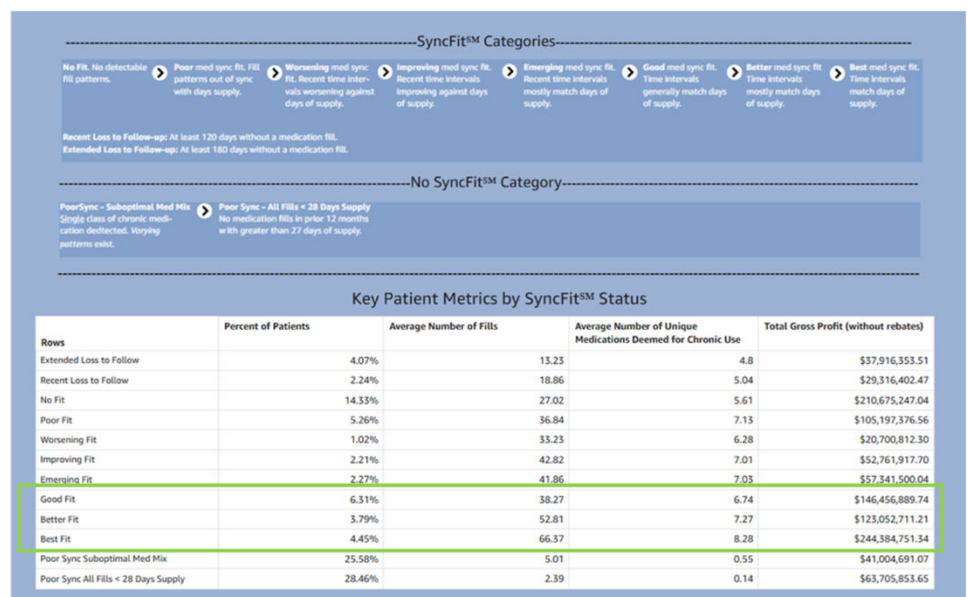
(Example: Medication Synchronization Use Case)



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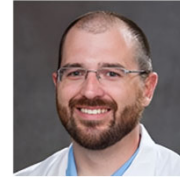
Profit-Loss Opportunity Analytics & Scoring

(Example: Medication Synchronization Use Case)



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BI Use Cases From Pharmacy Owners



1. Med Sync Optimization (enrollment, MFP prep, other)
2. Technician Optimization (hours/rx filled, other efforts)
3. ROI Analyses
 1. Diabetic Education
 2. Chronic Care Management
 3. Vaccination Clinics



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BI Use Cases From Pharmacy Owners



1. Optimize Med Sync (Enrollment, Match w/ Services)
2. Pharmacy Care at Home (Recruitment, Enrollment)
3. Simple Step/Cash Pay Program (Recruitment, Enrollment)
4. Performance Comparisons (Benchmarking, Staff Motivation)
5. Assessing Advocacy Opportunities and Evaluating New Program Options



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Call to Action

1. Inventory **Existing Data** Sources
2. Inventory **Current Analytic and Reporting Services** Capabilities
3. Create a 1 month and 1 year **Capability Road Map**
4. Identify a **Business Lead** – for Strategy
5. Identify a **Clinical Lead** – for Dispensing and Services Operations
6. Brainstorm Business Intelligence **Use Cases**
7. **Rank** Use Cases and Start with 1st Priority



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