

“CARPE DIEM!”

Carpe Diem or “Seize the Day” is phrase that I first heard when I watched one of my favorite movies with Robin Williams—Dead Poets Society. In the movie, he instructs his students to “seize the day” to accomplish what they can today because they may not have a tomorrow. I have incorporated this statement into my own professional life to guide me in my decisions about my practice. As I have frequently said, you must be prepared when the opportunity comes for it may not wait for you to be “ready.” I have seen this with payer programs in which pharmacists, who said that they will not do something until they got paid, lose their opportunity to get paid because they were not ready. The COVID-19 Pandemic demonstrated this even more when those pharmacies, who had a robust vaccination program already in place, were fully prepared to optimize the opportunity. They were able to partner with key stakeholders including public health departments, emergency management agencies, and community groups to vaccinate large numbers of patient within their communities. We never know when the opportunity will come our way—that is why we always need to be transforming and evolving our practices to be ready when the time comes for tomorrow may be too late.

We are finishing Cohort 2 and starting Cohort 4 for Flip the Pharmacy. The Flip the Pharmacy program was developed to take those proactive practitioners who were ready to transform their practices and provide them with the infrastructure and resources to do so. It is exciting to see how practices have transformed to optimize the care of their patients through medication optimization services. The metrics from Flip the Pharmacy are impressive in the number of e-care plans submitted, blood pressures and A1c’s measured, and vaccines and oral antivirals administered. For those individuals who have transformed their practices—they know that this is challenging work. It requires a commitment, motivation, and staff engagement to make the necessary changes to be successful in practice transformation. It is inspiring to witness the number of pharmacies that have successfully participated in Flip the Pharmacy. The staff from these pharmacies “seized” their opportunity before them and now they are more prepared to successfully engage in payer programs and other non-dispensing revenue services. In fact, these pharmacies are not only able to embrace opportunities that come their way, but many have also created their own opportunities because of their readiness to perform enhanced services.

I challenge all of you to embrace the Carpe Diem philosophy. I know I have, and it has made all the difference in my career.