

## Are You Ready for Change?

*“Disruption is either going to happen to you or because of you” - Brian Solis*

As far back as I can remember, I never accepted the status quo. Change was something that I was comfortable with, I embraced it and I accepted as the norm. I remember, early in my career, reading the quote *“never rest on your laurels”* and using that as my theme throughout my career. Embedding that belief, that thinking into my daily life helped me to look for new opportunities, search for better ways of doing things, and create the type of practice I envisioned as a young pharmacy student. Having that belief, though, is not without its challenges. I have been threatened, criticized, ostracized, and minimized by others (individuals and groups) who were part of the status quo, who fought back against change, and created obstacles to prevent change from happening. I experienced this push back when I first started transforming a community pharmacy practice back in the early 90s by other providers and felt its full force when I sued one of the big three pharmacy benefit managers in 2013. It can be scary, overwhelming, and intimidating—but in the end my motivation to create a better way to practice, improve reimbursement, and give back to my profession was much stronger than my fear of others trying to prevent me.

So here we are at the beginning of 2023, and a question I ask all of you is “Are You Ready for Change”. I see a practice environment and a health care system that is fertile for disruption. We can choose to be victimized by change and disruption or we can proactively be part of the disruptive process. I will always choose the latter. I will tell you from my own forty-year experience—my practice, my career, my life has been better and more meaningful knowing that I have been part of the disruption and transformation that has occurred in community pharmacy. And yet we are not even close to our goal within community pharmacy practice—profitable service delivery business models. More disruption will need to occur, we need to continue to fight the status quo. It all begins with preparing your pharmacy to provide high quality consistent clinical services—or practice transformation. Let’s make our New Year’s Resolution one of embracing change and all of us being the cause of disruption—not the consequence of it!