

Standard of Care: From Implementation to Everyday Practice



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Disclosures and Conflict of Interest

- Speaker declares no conflicts of interest, real or apparent, and no financial interests in any company, product, or service mentioned in this program, including grants, employment, gifts, stock holdings and honoraria.



Disclosure of AI Use

Use of AI

Artificial Intelligence (AI) has become prominent in the world of education. ChatGPT (GPT-5.6 Luna), accessed August 2026, was used to assist with brainstorming and organization of presentation ideas. All content was independently reviewed and verified by the presenter.



Pharmacist Objectives

At the conclusion of this program, the pharmacist will be able to:

- ▶ List strategies for implementing and sustaining pharmacist provided clinical services
- ▶ Recognize common barriers to implementation of clinical services
- ▶ Identify opportunities to strengthen partnerships and improve patient access through pharmacist-led care



A pharmacy wants to begin offering a new clinical service. Which approach is most likely to support successful implementation?

- A. Launch multiple services at the same time
- B. Start with one service and develop a consistent workflow
- C. Wait until all staff members can perform every aspect of the service
- D. Avoid establishing inclusion/exclusion criteria initially

Pre-Test Questions



2. True or False: The key to building a sustainable pharmacist-provided clinical service is to recognize and measure the value of the pharmacist's time and expertise.

Pre-Test Questions



Which of the following is an example of an opportunity to strengthen local provider relationships and improve patient care?

- A. Providing clinical services only when staffing allows
- B. Limiting outreach to patients who use your pharmacy services
- C. Limiting communication with local providers
- D. Developing referral partnerships with local providers

Pre-Test Questions



Wells Hometown Clinic



Staff



Standard of Care Regulatory Model

The level of care and service that a reasonably competent and skilled health professional, with a similar background and in a similar setting, would have provided under similar circumstances. It is the benchmark used to measure the quality and appropriateness of the care provided by healthcare practitioners.



Law Change

April 2024

- Governor Reynolds signs HF555 to become law

May 2025

- Iowa Board of Pharmacy adopts re-written rules

August 2025

- Rulemaking goes into effect

Iowa Legislature. House File 555 90th General Assembly. Accessed August 6, 2026.
<https://www.legis.iowa.gov/legislation/BillBook?ga=90&ba=hf555>



What does Standard of Care look like?

- Test and Treat Services
- Chronic Condition Management
- Travel Consultations
- Referrals as appropriate
- Tobacco Cessation Consultations
- Hearing exams
- Minor Burn Treatment
- Bee Stings
- Urinary Tract Infections
- Yeast Infections
- Preventive health screenings
- Naloxone access



A patient walks into the pharmacy and states 4 days ago she was weeding a fence line and got into poison ivy. She has a widespread blistering rash on bilateral arms and legs consistent with allergic contact dermatitis.

How can you incorporate a standard of care intervention to help this patient?



Common Pitfalls

- ▶ No workflow
- ▶ No documentation
- ▶ Poor delegation
- ▶ Trying to launch multiple services at once
- ▶ Waiting until everything is “perfect”
- ▶ Fear of charging



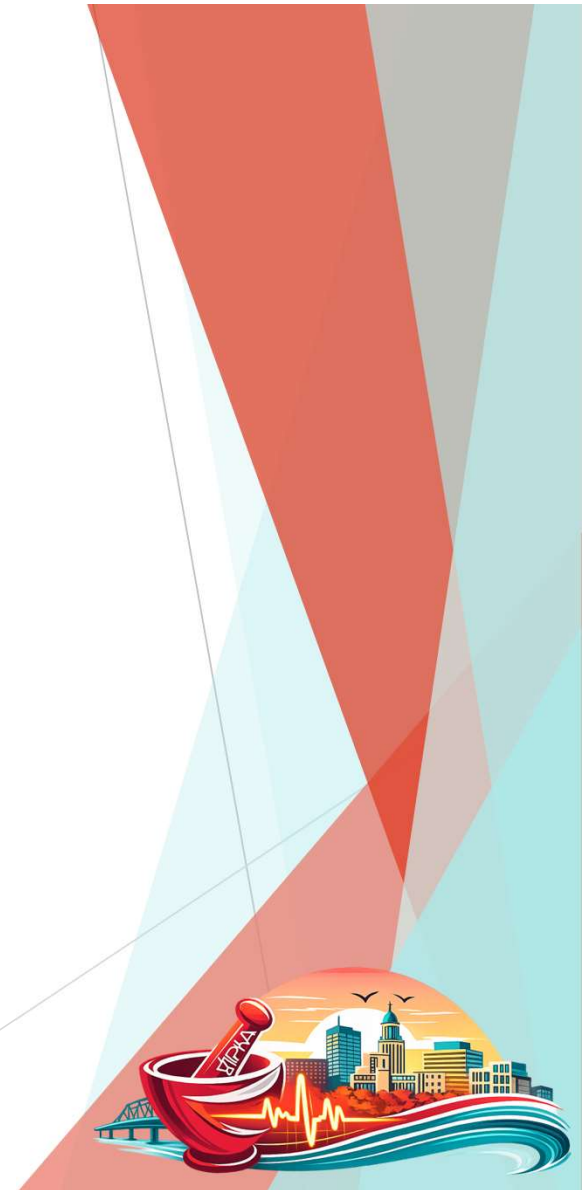
Start Small

- **Pick one service**
 - ▶ What are you passionate about?
 - ▶ What could integrate into existing workflow?
- **Who can you utilize on your team?**



Start Small

- Wellness focused
- Strep Throat Test and Treat
- Tobacco Cessation
- Contraception



Why?

- Patient need
- Staff interest
- Revenue potential
- Community gap

30 + miles to
nearest urgent
care

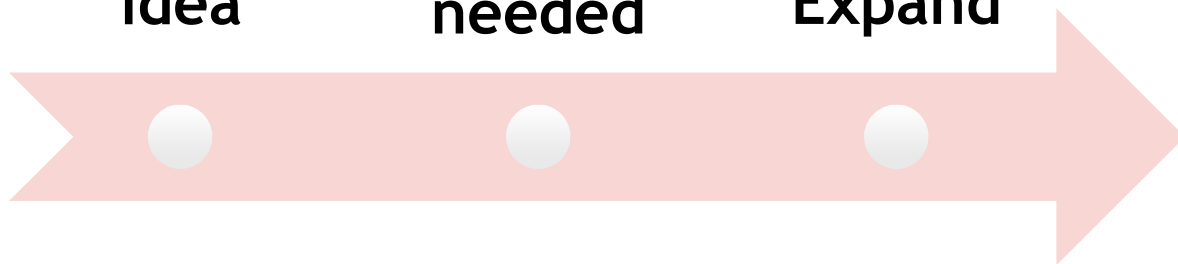


Progression

**Pilot an
idea**

**Refine as
needed**

Expand



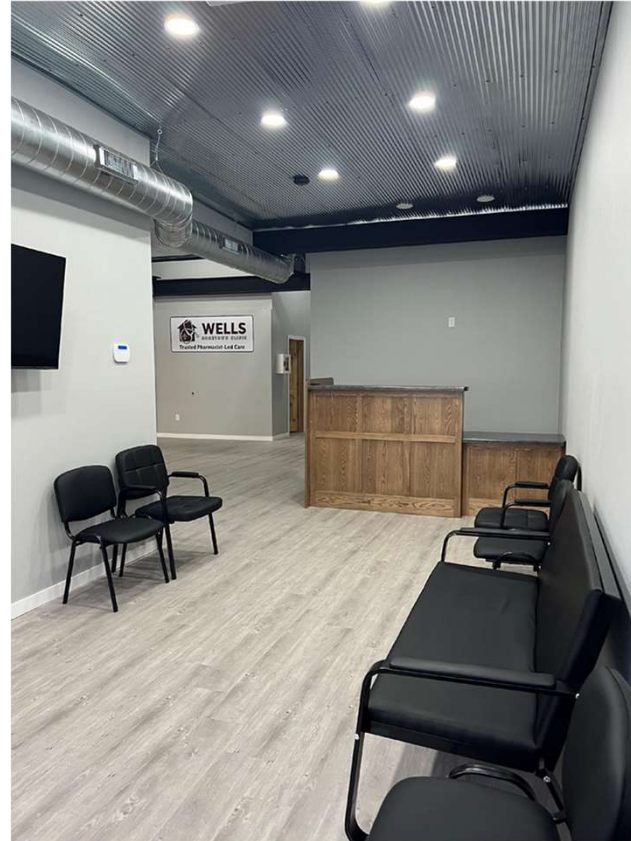
What started as an idea

Future clinic space



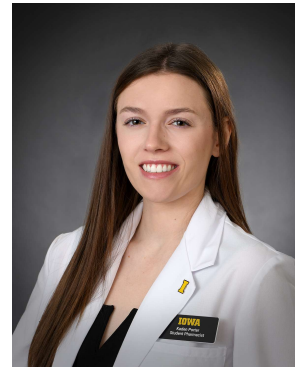
Refine

- ▶ Developed policies and procedures for services
- ▶ Completed training course
- ▶ Finished renovations



Expansion

Staff and services



Buy-In and Marketing

Patients

Providers

Community



Marketing to patients

- Newspaper
- Social media
- Pharmacy referrals
- Local radio



Community and Providers

- **Relationships matter**
 - ▶ Schools
 - ▶ Employers
 - ▶ Community events
- **Proactive meetings and communication prior to opening**



Implementation

Policies and
Procedures

Workflow

Appointment
Based Model



Policies and Procedures

- ▶ Inclusion/exclusion criteria
- ▶ Referral criteria
- ▶ Recommended follow up timeframe
- ▶ Treatment goals
- ▶ Recommended non-pharmacological therapy
- ▶ Clinical guideline for reference



Workflow

Pharmacy
technician

- Scheduling

LPN/RN

- Patient intake and vitals
- Billing support

Pharmacist

- Assessment and documentation
- Billing support



Appointment Based Model

- ▶ Predictable workload
- ▶ Better patient experience
- ▶ Improved staffing
- ▶ Less interruptions
- ▶ Higher quality documentation



Making Appointments

☒ New patient

Provider

Provider 

1 Appointment details

2 Contact info

In-person

Virtual visit



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🕒 Appointments in CDT

THU
Aug 13

FRI
Aug 14

3:10 PM

8:00 AM

3:30 PM

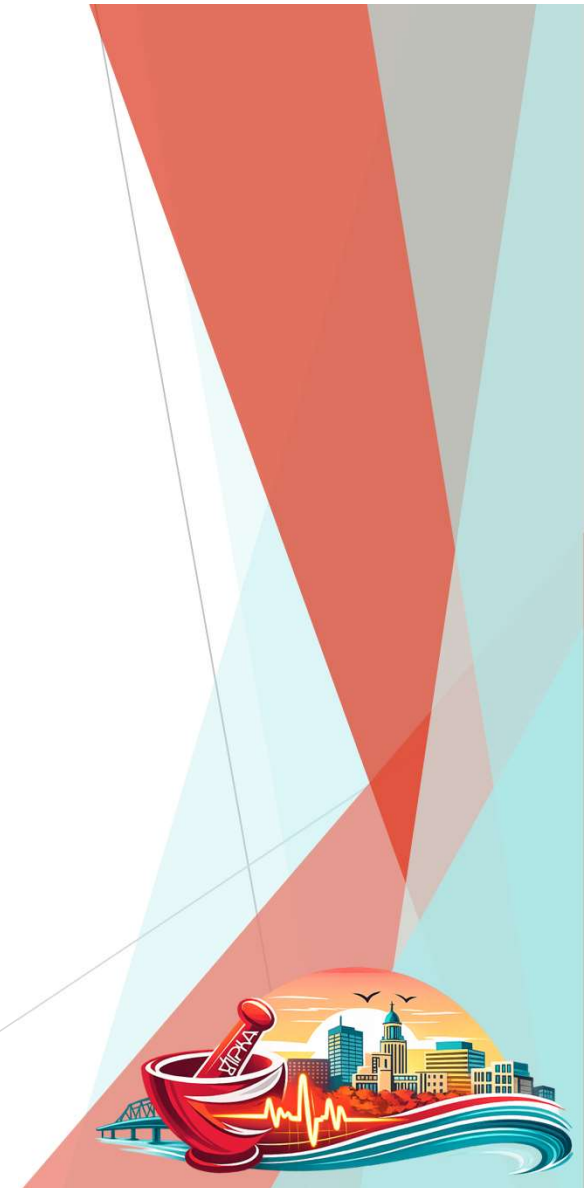
8:20 AM

3:50 PM

8:40 AM

more

more



Reflect

- Write down one service that can be realistically implemented or improved upon within the next 90 days
- Identify the first step you'll take



Building Sustainable Services

- ▶ Clinical expertise has value
- ▶ Time has value



Would a plumber work a 30 minute
job for free?



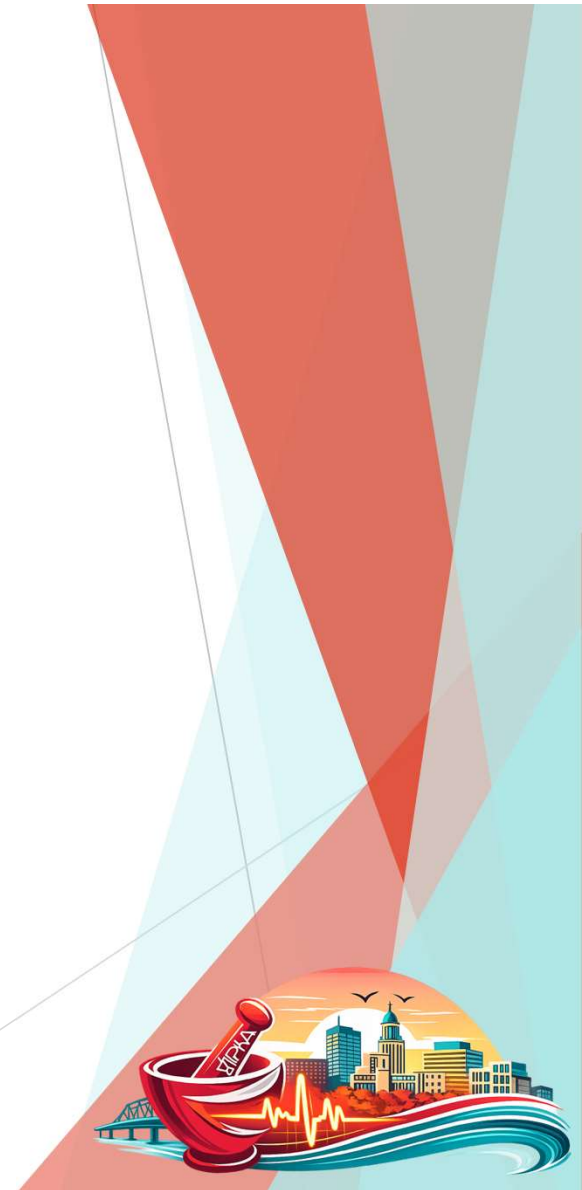
Measure Everything

- ▶ Encounters
- ▶ Interventions
- ▶ Patient satisfaction
- ▶ Provider referrals
- ▶ Revenue

Reputation Details



Review source	Number of reviews	Average rating
Patient Surveys	12	★★★★★



Impact

- 1,000+ patient encounters over 8 months
- Majority self pay
- Ability to bill Medicaid
- Provider partnerships



Referrals

- Primary Care
- Dermatology
- OBGYN
- Hearing aid specialist
- ENT



Patient Stories

- Diagnosed tick borne illness through ordered lab work
- Referring a patient to the dermatologist for potential skin cancer
- Prescribing a refill on blood pressure med for a patient between providers
- Patient tested and treated for sexually transmitted infection through referral program



Future of Pharmacy

**Product
Focused**

**Patient
Focused**



Future of Pharmacy

- ▶ More patients expecting clinical services
- ▶ Expanding pharmacist ability
- ▶ Collaborative care
- ▶ Appointment based care model
- ▶ More technology



Questions?



Final tips & Take Home Points

Start with one service and do it well.

Measure your impact and share your successes.

Charge appropriately for your expertise.

Strong provider and patient relationships create sustainable practice.

Build workflows your team can repeat consistently.



Resources and References

1. Iowa Legislature. House File 555. 90th General Assembly. Accessed August 6, 2026. <https://www.legis.iowa.gov/legislation/BillBook?ga=90&ba=hf555>
2. Iowa Pharmacy Association. *Standard of Care*. Iowa Pharmacy Association. Accessed August 6, 2026. <https://www.iarx.org/soc>



Thank you

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