

Assessing Your Home Health Care Opportunity

Specialty Services

Read the descriptions and check “Yes” or “Explore” for those areas you feel are appropriate for your pharmacy to offer or to explore further. Check “No” when you are certain it is a specialty you will not offer.

Specialty	Yes	Explore	No
Hire or train an existing staff member as a Home Health Care Specialist. This need is indicated especially for pharmacies with a strong opportunity as identified in Step 1; for those with a high patient need as identified in Step 2; and/or for pharmacies that will offer a significant home health assortment as identified in Step 3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Include a consultation area, with or without fitting rooms. If you checked Yes or Explore in answer to adding a Home Health Care Specialist, check Yes or Explore for this specialty.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer home health equipment rentals in addition to sales. If Steps 1, 2, and 3 revealed a need to carry more durable products such as walkers, scooters, or lift chairs, check Yes or Explore and consider how a rental option can supplement your home health business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide delivery service for home health products. If your pharmacy already offers delivery service for prescription or other items, check Yes or Explore here.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide equipment or product servicing? If you determined in Steps 1, 2, and 3 that your pharmacy will carry the types of durable home health products that could require servicing – such as lift chairs, scooters, walkers, or even respiratory/oxygen therapy – check Yes or Explore here.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in third party/Medicaid or Medicare reimbursements. This is an area that dissuades many independent pharmacies from entering the home health business. It need not do so. Cash sales of “simple” home health offerings such as those discussed in this blog series are the largest opportunity for retail pharmacies. However, participating in third party reimbursements may be an area where you already have a comfort level. If so, check Yes or Explore. If you prefer to build your cash sales of home health care products, check No.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

