

# The Power of Partnership with PharMerica

Running a senior living community is a tremendous responsibility that's becoming more challenging as residents' medical needs increase and regulations rapidly change. Providers must not only hold themselves to the highest standards in quality care, but they must also find partners who adhere to the same principles.

Two years ago, Ciel Senior Living, which has 14 communities in nine states, tapped PharMerica as its preferred provider of pharmacy services. PharMerica's knowledge of nationwide industry trends and best practices, as well as its understanding of the intricacies of Ciel's markets, helped cement the relationship. The two companies' patient-centric approach to care is an essential element in the partnership.

"When you're looking for a strategic partner, their vision and values need to align with yours," said Alexis Martini, president and chief operating officer at Ciel. "We have an incredible amount of trust in our PharMerica partner."

PharMerica's passion for exceptional, personalized service and high standards for trust and lasting relationships made it easy for Ciel to choose PharMerica as a preferred pharmacy partner.

## Staying Current on Changes

PharMerica's dedication to helping Ciel provide the best care manifests itself in multiple ways. The company keeps Ciel's staff updated on laws and regulations affecting its various locations, trains staff, provides time-saving technology, and quickly addresses problems.

Martini said that whenever mishaps occur, PharMerica staff will jump on the phone or respond in person to correct the situation and determine how to prevent it from happening again. "That's going above and beyond, and that's a uniqueness that you don't really find in this space," Martini explained.

Another hallmark of PharMerica's service is con-

stant and clear communication with clients. Part of the messaging centers on the changing regulatory environment.

"The states do vary in their requirements for medication administration—not just the requirements for the training personnel, but processes," said Ashley Guido, Ciel's chief clinical officer. "There are a lot of nuances that PharMerica helps us navigate in terms of regulatory compliance."

## Innovative Education and Initiatives

Lisa McClure, PharMerica's senior vice president, senior living general manager, said staying abreast of the changing health care landscape is not only part of the company's educational responsibility, but also essential to its role as a thought leader in the industry. Also critical is providing information that is easy to understand, or as she puts it, delivering "snackable educational pieces" to support informed decision-making. McClure added, "We believe that knowledge is power, and PharMerica is a trusted resource that providers can easily tap into."

Education comes in various forms, such as webinars, round-table discussions, live meetings, and written guides. It encompasses a broad spectrum of topics, including reducing medication errors, opioid use, antipsychotic reduction, and antibiotic stewardship.

Guido heralded PharMerica's Polypharmacy Initiative as especially useful and innovative. In this program, PharMerica's pharmacists review residents' medications to potentially reduce the number of prescriptions, prevent duplicative therapies, and reduce the risk of falls and adverse drug events. This contributes to resident safety and well-being and can help reduce out-of-pocket expenses. It can make dispensing medicines more efficient, allowing nurses to spend more quality time with residents.

McClure said that PharMerica prides itself on ensuring the highest standards of service and trust,



Guido



Martini



McClure

with medication delivery that is correct and on time. Reconciling medications can consume precious time, but working with PharMerica can reduce the time needed for that task. "Reducing the time for medication reconciliation allows the nurses to focus on what's important, and that's patient-centered care," said McClure.

## Picking a Preferred Provider

Even though residents have the freedom to choose their pharmacy services provider, PharMerica works closely with Ciel Senior Living to increase resident adoption, as that increases safety as opposed to using a local retail pharmacy. Selecting PharMerica enhances safety, medication accuracy, and efficiency in prescription drug plans and billing. Providers also note increased operational efficiency and staff satisfaction.

## Reducing Staff Turnover

A significant part of providing excellent care is satisfied, engaged staff. Turnover in the health care industry has been a challenge, though Martini said that Ciel's partnership with PharMerica has led to greater staff retention. That's because PharMerica's educational platform helps support learning, training, and teaching at Ciel's locations.

"We're giving our staff opportunities to train, to grow," said Martini. "That's allowed us to reduce our

turnover and keep people engaged in a career track that makes sense for them."

PharMerica is a vital part of the local Ciel medication-management team, offering a local, dedicated team of account managers, billing specialists, nurses, and pharmacists who provide a wide range of valuable services to the community. They live and work near each facility, making them an integral part of the fabric of the Ciel community.

## A Bright Future

Martini expects the partnership with PharMerica to continue flourishing.

"I see our partnership evolving through deeper integration and innovation, particularly in technology-driven solutions, enhancing clinical education with our teams, continuing to access real-time data, which PharMerica is tremendous in providing us with," said Martini. "The data informs us to make smarter decisions."

## About PharMerica Senior Living

PharMerica Senior Living provides personalized pharmacy care through empowered local teams, serving communities nationwide. Combining the personal touch of a neighborhood pharmacy with the resources of a national network, PharMerica offers comprehensive clinical support to enhance resident safety, improve health and well-being, ease care team burdens, and foster thriving communities where seniors enjoy optimal quality of life. Its unwavering commitment to quality ensures the highest standards of service and trust.

Discover more at [pharmerica.com/senior-living](https://pharmerica.com/senior-living). ■

