

## A TELEPHARM CASE STUDY

# Telepharmacy helps retail pharmacy grow into rural communities

### WHO

#### Brett Barker, PharmD

VP of Operations at NuCara  
Pharmacy located in Conrad, Iowa

### ABOUT THE CLIENT

As a lover of community and family, Brett Barker was a natural fit to become a pharmacist. He graduated from the University of Iowa College of Pharmacy and became the Director of Clinical Services at NuCara, a community pharmacy chain with more than 20 locations in five states. There, he currently serves as the Vice President of Operations and oversees three telepharmacies.

### KEY TAKEAWAYS

- Telepharmacy proved to be a safe and secure way to deliver pharmaceutical care
- Even in a town of 600 people, telepharmacy makes financial sense
- “I foresee telepharmacy being a big part of our future plans in regards to growth.”

### The challenge:

Zearing, Iowa — a town of nearly 600 people — wanted a pharmacy. Patients had access to a local clinic in Zearing, but they didn't have direct access to prescription medication. Brett and NuCara wanted to help, but, recognizing Zearing's low population, they needed a cost-effective way to open a pharmacy.

*“We couldn't move forward due to the cost-prohibitive nature of an automated medication dispensing system. It's hard to justify paying a ton of money for a hardware-based system.”*

— Brett Barker

This posed a challenge: how could NuCara open a successful pharmacy in a community of only 600 people?

### The solution:

NuCara found TelePharm — the industry leader in telepharmacy solutions for retail independent pharmacies. Using TelePharm software, NuCara opened a remote-dispensing site to serve the patients of Zearing, Iowa.

NuCara's goals:

- Find a solution that's safe for patients
- Find a solution that helps patients make use of the local clinic
- Open a pharmacy that makes economic sense in a town of 600 people

TelePharm helped NuCara achieve their goals.

### The result:

NuCara couldn't be happier with their decision to open a remote-dispensing site.

“I foresee telepharmacy being a big part of our future plans in regards to growth,” said Brett. “From a workflow and ease-of-use perspective, TelePharm is the leader in almost every category in the industry. TelePharm is head and shoulders above any other telepharmacy product we demoed.”

Patients are also happy as they no longer have to drive 40+ miles round-trip to pick up prescription medication.



Looking to expand your  
pharmacy business?  
TelePharm is your  
prescription for success

Contact us for a demo.

319-535-0571

info@telepharm.com