

## What is a Service?

The [MAPS Project](#) is designed to transform MPS&A into a services business. In fact our [BHAG](#), the Big Hairy Audacious Goal that will guide us throughout our transformation, says that we will "Become the #1 service provider of pharmacy business solutions by 2020." So, we're going to be designing, developing and selling services. OK. But that leads to a rather important question.

What, exactly, is a *service*?

The basic definition of service is "the action of helping or doing work for someone", which is simple enough. We all use scores of services big and small every day, services that are so ingrained in our lives that we barely even think about them. When you can't remember who was the 21st President we don't drive to the library — we use a service called Google\*. If you want a great cup of coffee you stop at Starbucks instead of investing in an espresso machine. If it's a lovely summer day and you'd rather spend it at the pool instead of mowing the lawn, you ask the enterprising teenager down the street to cut your grass. The time you save and the benefits you receive thanks to the service provider's expertise are worth paying for.

Over the years there have been countless articles about how the U.S. is transitioning to a service-based economy, and the rise of the health care industry is a leading factor in that shift. The last two years especially have seen seismic changes in health care, and the pharmacy hasn't been immune to those changes.

The days when a pharmacist could build a business dispensing medications are over — today many pharmacies only break even when they fill a prescription. The pharmacy is becoming a clinical destination, and to succeed financially they need to focus more on their patients and give them the guidance and information they need to successfully address their issues.

That means that pharmacies need new services that help them provide that guidance. They also need services that free up time and money that can be invested in helping their patients. And that opens up a world of possibilities for companies like MPS&A. The

pharmacy provides the health care for their patients. That's their role. Our role is to potentially provide *everything else* for the pharmacy.

We're already offering services that help pharmacies aid their patients' health. In fact, while you might think of our Pharmacy Management Systems (EnterpriseRx, Pharmaserv, PharmacyRx) as products, they can also be seen as software services. Our ISMC customers pay for them on a monthly basis rather than purchasing them outright, and we regularly update our systems with new release — or, to put it another way, we service them, and our customers.

Our Adherence Performance Solution is a service that helps pharmacies track how closely their patients are following their medication schedules. Pharmacies make money now based on patient outcomes, and the Adherence Performance Solution helps pharmacies track which patients might not be taking their medication properly. The pharmacist can then address a patient's non-adherence before it becomes a problem both for the patient's health and for the pharmacist's bottom line.

The only restriction on the services we might offer is our own ingenuity in diagnosing the problems our customers have and designing services to solve them. We want to be able to tell our pharmacy partners and potential customers, "You take care of your patients. We'll take care of you."

Imagine a time when an MPS&A sales person can walk into a pharmacy armed with a diverse suite of services to discuss with a potential client. Services developed to solve problems identified from across our customer base. The clients can select those services that will help their specific business and decline those that address areas they believe they can handle themselves.

And these services will seamlessly integrate with whatever systems they're running, regardless of whether they're from McKesson or not. Every pharmacy, regardless of who they're affiliated with, will be a potential customer.

That's the long-term, big picture goal of MAPS. We want to have a variety of services that our customers value, with new ones created to respond to market needs and our existing ones updated and improved on a regular basis. To do that we need a sharp customer focus, a culture that fosters constant innovation, and a track record of producing results. We also need to build an

organization that can implement the services we design, and then provide outstanding support for them as well.

That won't happen overnight, but as the BHAG says, we want to "Become the #1 service provider of pharmacy business solutions by 2020." We have some time to reach that goal, but only if we begin our transformation now.

*\* Chester A. Arthur was the 21st President of the United States, in case you were racking your brain trying to figure out who it was.*



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