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**Objectives**

**Vision**

- Create an innovative model for delivering patient care.
- Set an intention to explore “your why” and your future in pharmacy, that your future self with thank you for.
- Discuss available therapies and technologies that extend life span and health span

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It's not just about technology; it's a mindset that dares us to ask, "Can we do this better?" It's about redefining how we deliver care and embracing novel approaches that elevate patient outcomes.  
DeAnn Mullins

- Define Pharmacy Innovation
- Healthcare is Broken
- VBC & Consumerism
- Patients want & pay for PCS
- Start With Why
- Competing Against Luck
- Diabetes Center Quick Tour
- Pharmacy Adaptation In the Wild
- Applying principles from Competing Against Luck
- Tech AND Mindset
- Novel technologies: How will you respond?

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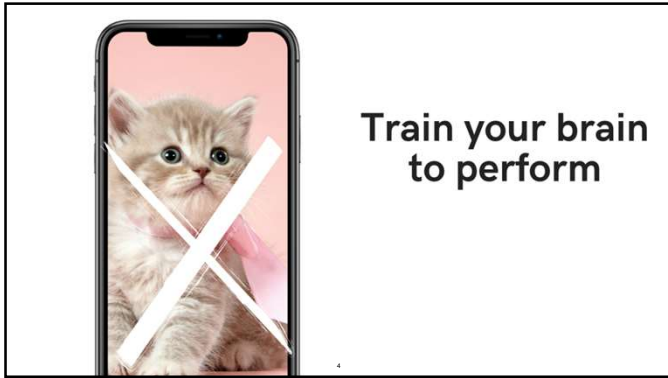
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**Objective:**  
1. Create an innovate model for delivering patient care

Is **innovation**  
just another buzzword?

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**innovation** **noun**

in·no·va·tion (i·nə·'vā·shən)

[Synonyms of innovation >](#)

1 : a new idea, method, or device : **NOVELTY**

2 : the introduction of something new

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The first requirement of an innovative idea is originality.  
 And that doesn't mean improving on an existing idea by adding your own flavor.

It means coming up with a unique idea that introduces a new way of thinking to the market.

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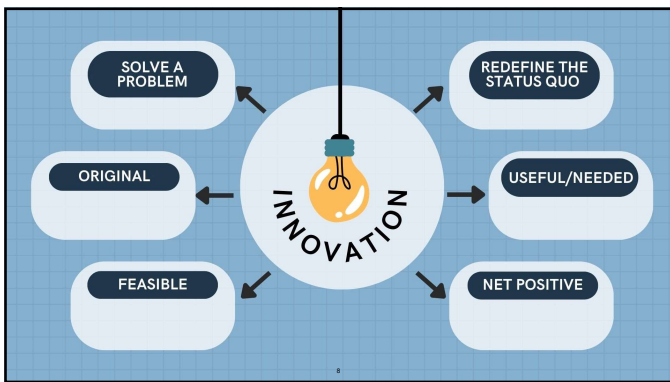
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**The Innovator Pharmacist**  
 Mullins University



Deliberately explores, develops, and implements *new strategies, practices, technologies, or services* within the field of pharmacy.

Seeks *inventive solutions* to improve patient care, optimize medication management, enhance communication, and *transform* the overall *pharmacy experience*.

Aims to enhance their practice's effectiveness, deliver better patient outcomes, and contribute to the evolution of healthcare delivery while *adapting to the changing landscape* of medicine and patient needs.

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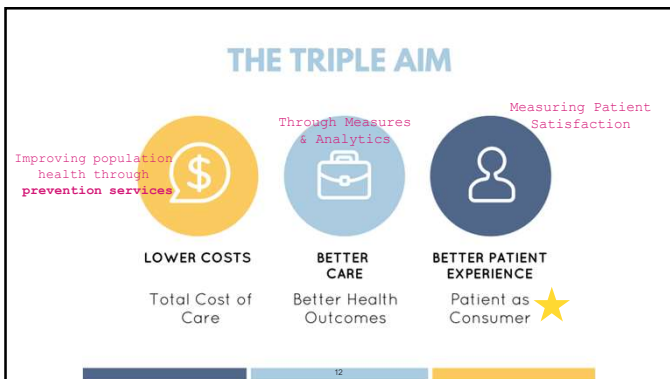
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**CONSUMERISM** 

Actions individuals take to become better informed and more directly and proactively involved in decisions and behaviors that affect their health, insurance coverage, and health care.

DELOITTE EXPLAINS IN HEALTH CARE  
CONSUMER ENGAGEMENT: NO ONE-SIZE-FITS-ALL APPROACH 13

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**Name a transformative trend creating a favorable environment for cash based pharmacy wellness programs**

- A. Unemployment Rates
- B. Generation X
- C. The Internet
- D. Consumerism

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**Name a transformative trend creating a favorable environment for cash based pharmacy wellness programs**

- D. Consumerism

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## Recap

- The Innovator Pharmacist
- Our healthcare system is broken & we can fix it 😊
- VBC & consumerism support pharmacist-led patient care programs/teams/services
- Patients not only want your services, they are willing to pay for them.



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# Where Do You Start?

Create an innovative model for delivering patient care.

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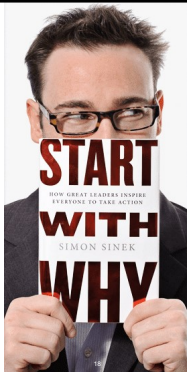
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"Great leaders and great businesses know why they do what they do & they make sure everyone else does too." - Simon Sinek



**START**  
HOW GREAT LEADERS INSPIRE  
 PEOPLE TO TAKE ACTION  
**WITH**  
SIMON SINEK  
**WHY**

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## More succes? More Influence?

His research discovered that the key to success lies in the way these organizations and leaders think, act and communicate. They all start with Why.

People don't buy  
WHAT you do  
they buy  
WHY you do it.

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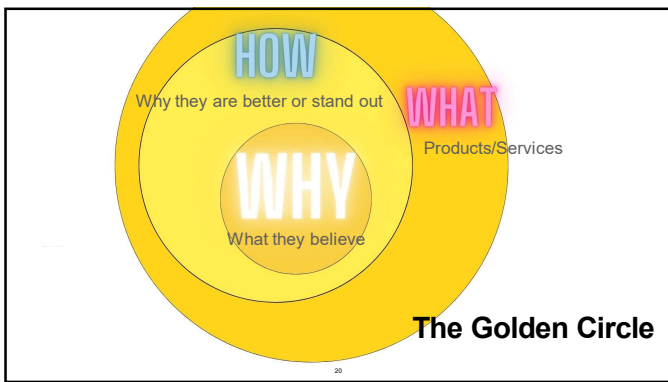
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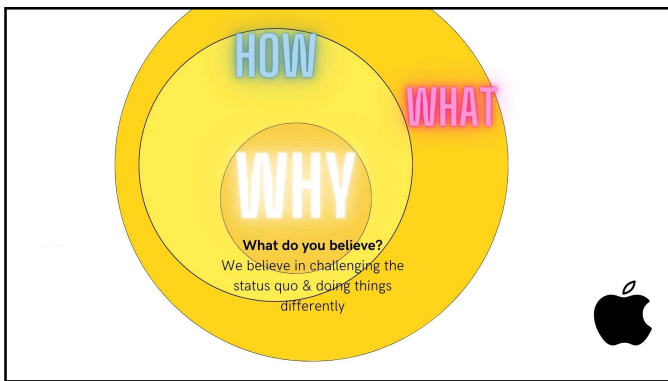
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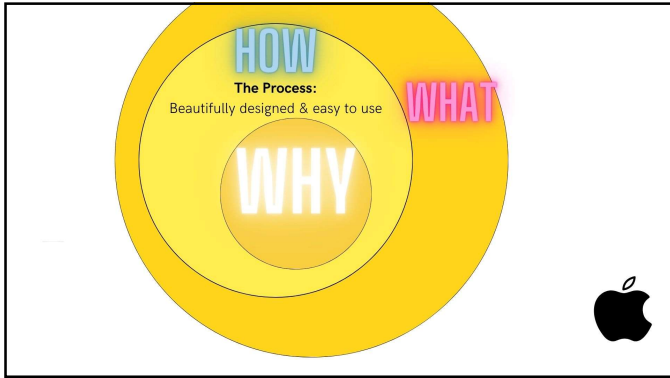
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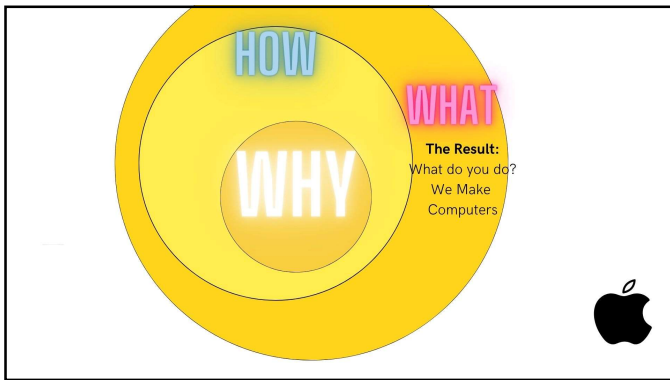
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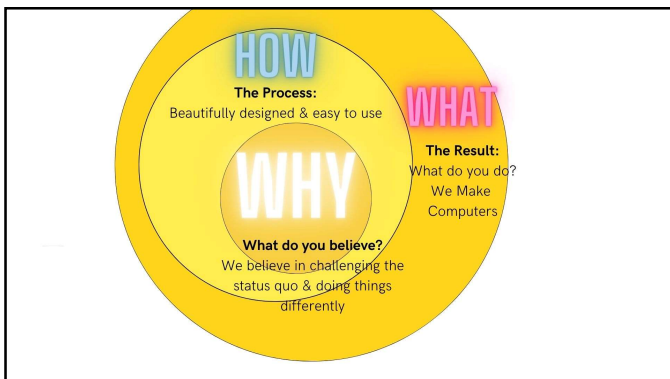
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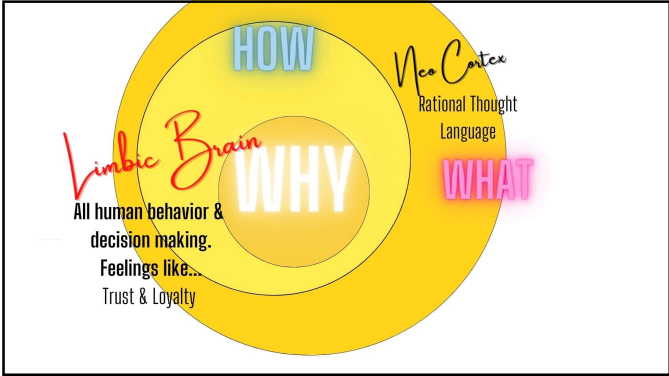
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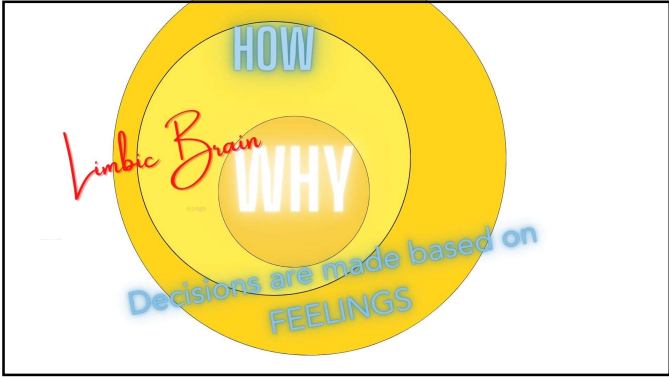
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"In formulating your "Why", it's sometimes found when you search through the river of your past..."

Simon Sinek

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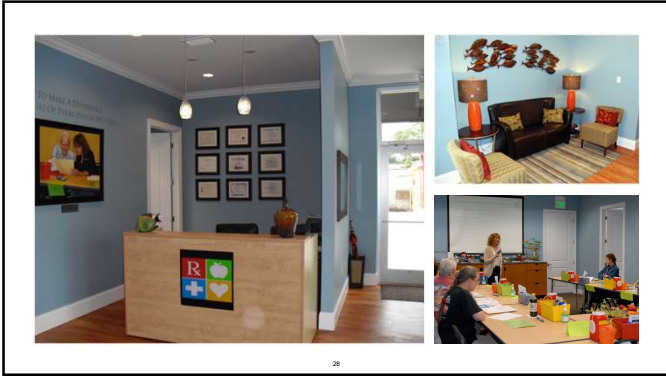
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4 DIABETES CARE

### Providing an Empowerment Approach to Care

Voltaire is credited with saying: "Judge a man by his questions, rather than by his answers."

**Understanding the Patient's Perspective—Paraphrase to Reality**

What would you do in this situation? I continued to ask Patty questions: "What do you know about diabetes? How are you feeling these days?" She was fairly knowledgeable about diabetes, and she felt terrible. She was

**Be Respectful and Nonjudgmental**

Patty's fasting blood sugar was 140 mg/dL. Fasting blood glucose above 120 mg/dL (as been performed by a doctor) is diagnostic of diabetes. She expressed relief and a desire to see a doctor to confirm the screen. She was not surprised or upset. I think she had known about her illness for some time. We discussed recent advances in diabetes care and the importance of controlling blood sugar levels to prevent complications. After talking with me, she recognized that a proper diagnosis and treatment were important steps to feeling good again. She left my pharmacy with a free glucose meter, a referral to a family practice physician and some introductory information about diabetes. She also left me with a big hug and the prediction that I had a patient for life.

**DeAnn Mullins, RPh, CPh**

**Graduated:** Sanford University McWhorter School of Pharmacy, 1993  
**Owner:** Mullins Pharmacy, Inc., Lynn Haven, Fla.; iWellness and Medical Supplies and iWellness Diabetes Education and Empowerment Program  
**Personal:** Married 16 years to husband Ken; two daughters, ages 5 and 8.  
**Member:**

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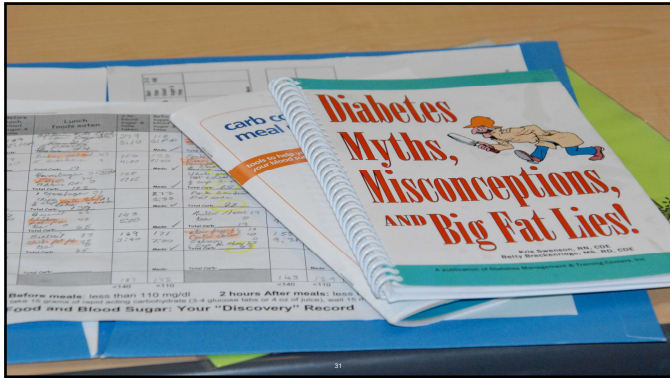
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**Objective:**

2. Set an intention to explore your why & your future in pharmacy that your future self will thank you for.

- What excites you about your day-to-day job?
- What do you love?
- What do you want to do more of?
- Less of?



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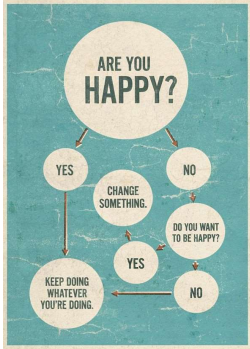
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- Imagine who you want to be & step towards it
- Dream big
- & then move!
- Goals are just made up markers
- Learn from failures...they give you direction
- Mindset: The New Psychology of Success By Carol Dweck



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**I have a 10-Step Plan?**  
Start with 'Why'



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**Resources**

Nathan Lozeron [www.ProductivityGame.com](http://www.ProductivityGame.com)

My WHY is TO **propel people forward**  
SO THAT  
**they can make their mark on the world.**"  
- David Mead (co-author of Find Your Why)



"My WHY is TO **inspire people to do what inspires them.**  
SO THAT  
**together we can change the world for the better.**"  
- Simon Sinek

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**My 'Why' - (Your Why)**

To \_\_\_\_\_  
(Contribution)

SO THAT

\_\_\_\_\_

(Impact)

Nathan Lozeron [www.ProductivityGame.com](http://www.ProductivityGame.com)

He who has a why to live can bear almost any how - Friedrich Nietzsche

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TO propel people forward - CONTRIBUTION  
 SO THAT  
 they can make their mark on the world - IMPACT - David Mead

TO inspire people to do what inspires them - CONTRIBUTION  
 SO THAT  
 together we can change the world for the better - IMPACT - Simon Sinek

TO help people make informed choices - CONTRIBUTION  
 SO THAT  
 they can live their best lives - IMPACT - DeAnn Mullins

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**Question**  
**Start With Why - Simon Sinek**

Our \_\_\_\_\_ is responsible for feelings like trust and loyalty and for all human behavior and decision-making. This part of our brain makes decisions based on feelings and has no capacity for language.

A. Neo Cortex - Corresponds to the What circle on Simon Sinek's Golden Circle

B. Limbic Brain - Corresponds to the How and Why circles

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**Question**  
**Start With Why - Simon Sinek**

Our \_\_\_\_\_ is responsible for feelings like trust and loyalty and for all human behavior and decision-making. This part of our brain makes decisions based on feelings and has no capacity for language.

**B. Limbic Brain - Corresponds to the How and Why circles**

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**Benefits of Innovative Thinking**

**My “Clinical Gurus”**

- More engaged/productive
- Increased collaboration opportunities & professional partnerships
- Builds confidence
- Enhances your personal brand
- Defines personal reputation
- May advance promotions & leadership opportunities



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**Put on your business hat**

- If you were the owner of a fast food restaurant that sold milkshakes, and your milkshakes weren't selling well, how would you go about improving your milkshakes?
- Would you buy higher quality ingredients?
- Would you survey customers to see what flavors they would like to see on the menu?
- Would you focus on one popular flavor, say chocolate, and make the chocolate shake richer and decadent?



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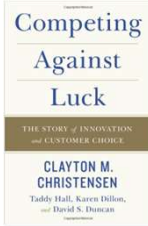
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**“Competing Against Luck”**

The Story of Innovation & Customer Choice  
Clayton Christensen

“When we buy a product,  
we essentially “hire” something to get a job done.



Those who fail to innovate are simply asking the wrong question. Instead of asking, “How can I get more people to buy my product?”, they need to ask, “What job are my customers hiring this product to do?”

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### 1. Find A Job To Be Done

(Find a Problem to Solve - A Pain Point)

Aim to understand why you, a set of existing customers, or a set of target customers would want to pull your Product (Service) into their lives.

When looking for a job to be done, think of yourself less as an entrepreneur and more of a psychologist. You want to find out what people care about and determine where they specifically want to make progress in their life.

Don't just focus on the rational reasons like "controlling diabetes." Dig deeper. Focus on the emotional and social reasons people have for wanting to make progress in their lives.

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### 2. Document the journey

Document the journey from the moment a customer or potential customer hires the product for a job to the moment the job is complete.

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### 3.Remove the obstacles

The new experience you create must at least be twice as good as their current experience.

Remedy the frustrations & create a better experience

"New products succeed not because of the features and functionality they offer but because of the experiences they enable." - Clayton Christensen

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The Jobs To Be Done Theory

**"All products are services that promise a better experience"**

The "job" my students  
Were hiring me to do:

WE CARE  
DIABETES EDUCATION PROGRAM

Believe in Better

When you're living with diabetes, life takes on a serious tone. But you're not alone - and you don't have to figure everything out on your own. Our 2-Class Workshop Series will help you understand what's going on in your body & how to stay balanced --- for life. **You'll learn how to...**

- Eat food that tastes good... While balancing your blood sugar
- Formulate a fat-loss plan that eliminates hunger & cravings
- Understand your medications & maybe get rid of a few
- Use your meter to discover which foods are helping and hurting you

Our small-group classes are irresistibly fun, effective and affordable. Your health is everything...Call us today!

MULLIN'S PHARMACY  
850.265.3344  
MullinsPharmacy.com

850 Duval Avenue - Annex from City Hall in Lynn Haven  
Monday - Friday 9:00am - 6:00pm. Closed weekends because we like to see T.C. too.  
Senior Care, Chronic Walk, Travel, Transitions, & More. Call us today!

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When you're living with diabetes, life takes on a serious tone. But you're not alone - and you don't have to figure everything out on your own. Our 2-Class Workshop Series will help you understand what's going on in your body & how to stay balanced --- for life. **You'll learn how to...**

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- Understand your medications & maybe get rid of a few
- Use your meter to discover which foods are helping and hurting you

Our small-group classes are irresistibly fun, effective and affordable. Your health is everything...Call us today!

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Meet your pharmacist - DeAnn Mullins  
Samford University 1993  
Serving Lynn Haven for 24 years  
Caring beyond prescriptions

We are a Modern Pharmacy with Old-school values

We are located in Lynn Haven, Fl we have been serving the community since 1972. We firmly believe that being a local pharmacy means providing healthcare services to our patients that are customized to meet their needs.

At our pharmacy, we treat people like family.

VS

**We're a Friendly Crew & We'd Love To Meet You**

Are you looking for a pharmacy who throws *kindness like confetti*?

A pharmacy full of happy people devoted to keeping you well & making your life a bit better?

We're not just a place to get your pills, we're here to give you peace of mind.

We dislike long lines & rude service, just like you do. Amen?

*Caring is our calling & we can't wait to see you.*

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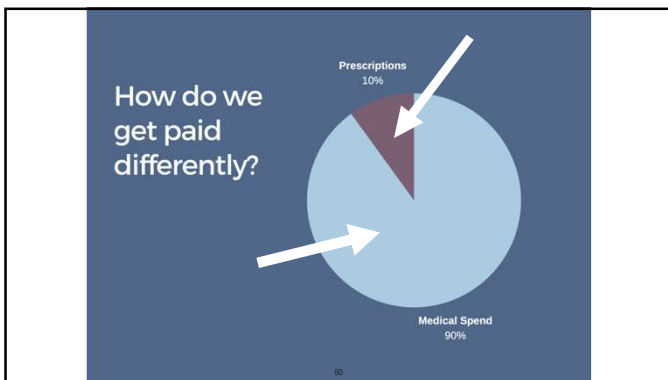
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What are the 3 steps Clayton Christensen recommends in his book "Competing Against Luck to get your product/service/program hired?

A. Do a SWOT Analysis; Survey your patients; ID your competition

B. Ask your FB friends; Conduct an Instagram poll; Do Customer Surveys

C. Find a job to be done; Document the journey; Remove the obstacles

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What are the 3 steps Clayton Christensen recommends in his book "Competing Against Luck to get your product/service/program hired?

**C. Find a job to be done; Document the journey; Remove the obstacles**

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**Imagine who you want to be**

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# Dream Big

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# And then Move

Case Study: Innovative Pharmacy Practice Award

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**Outcomes**  
**Happy Patients! Discovery Learning**

- Find a job to be done/problem to solve/pain point
- Document the journey - so that you understand every obstacle
- Remove the obstacles
- A1c Reduction of 2%-4% at 6 months
- Improvements in QOL, PHQ-9 (Depression Scores)
- Improvements in at home BP, BG monitoring

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**1. Find A Job To Be Done**  
**(Find a Problem to Solve - A Pain Point)**

Aim to understand why customers would want to pull your Product (Service) into their lives.

Pain Points: All our trees were gone. Everything was broken & ugly. Everyone had PTSD & felt frazzled & broken. We were craving TLC, beauty, peace, nature, rest, regeneration, pampering

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**1. Find A Job To Be Done**  
**(Find a Problem to Solve - A Pain Point)**

When looking for a job to be done, think of yourself less as an entrepreneur and more of a psychologist. You want to find out what people care about and determine where they specifically want to make progress in their life.

Get back to a sense of normal. Feel well again. See beauty. Get some help. We've been through something big. De-stress

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# 1. Find A Job To Be Done

(Find a Problem to Solve - A Pain Point)

Don't just focus on the rational reasons like for buying your product. Dig deeper. Focus on the emotional and social reasons people have for wanting to make progress in their lives.

I don't want a 'new' normal. I just want to have some  
Peace & quiet. I want someone to take care of me.  
It's OK not to be OK.

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## WILDFLOWER APOTHECARY

at Mullins Pharmacy

May you be blessed with the heart of a Wildflower.

Tough enough  
to weather the strongest of storms.

Resilient enough  
to rise again after life hits you hard.

And able to grow and flourish  
in the most broken of places.

*-DeAnn Mullins*

WALK IN WILDFLOWERS



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“When you buy an essential oil from us, it's never just an oil. It's a peace offering...to yourself.”

DeAnn Mullins  
Wildflower Apothecary at Mullins Pharmacy

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“Our baby section is full of thoughtful gifts that will be loved by you and your little ones.

Good thing you don't have to be a Pinterest Goddess Mom to love like one”

DeAnn Mullins  
Wildflower Apothecary at Mullins Pharmacy

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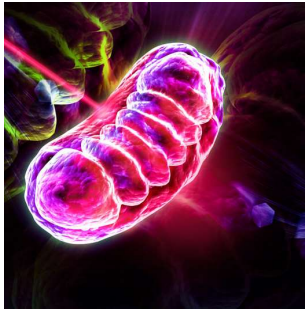
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**Objective:**

**3. Discuss available therapies and technologies that extend life span and health span**

- PEMF - Pulsed Electromagnetic Field Therapy
- Photobiomodulation Therapies
- Exercise With Oxygen Therapy (EWOT)
- Infrared Sauna



Imagine who you want to be, dream big & then move

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It's not just about technology;

it's a mindset that dares you to ask, "Can I do this better?"

It's about redefining how you deliver care and embracing novel approaches that elevate patient outcomes.



DeAnn Mullins

Start

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“...innovation is the thread that weaves your practice into the fabric of your community.

-DeAnn Mullins

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“It’s the conviction to envision a pharmacy where wellness thrives.”

“Innovation is the lifeline that keeps pharmacy relevant, resilient, and responsive to the ever-changing landscape of healthcare.”

-DeAnn Mullins

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**Innovator Pharmacist**

**Pledge**

"I pledge to ignite positive change in healthcare through innovation. I will challenge the status quo, champion collaboration, and push boundaries to redefine patient care.

I promise to keep learning, adapting, and exploring the power of technology to elevate my profession and to make a lasting impact on the lives I touch, including my own.

As an innovator, I am committed to writing the next chapter of pharmacy's story, weaving a legacy where pharmacy shines and wellness thrives.

DeAnn Mullins 2023

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