

Assessing Patient Willingness to Invest in Point-of-Care Testing in Community Pharmacy

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Background/Objectives

Point-of-care testing is a form of testing that is performed near or at the site of the patient which allows the results to lead to possible changes in the care plan of the patient. Point-of-care testing services are increasingly offered in community pharmacies in the United States with the number of Clinical Laboratory Improvement Amendment (CLIA)-waived pharmacy-based laboratories increasing from 12,157 locations in 2019 to 23,689 locations in 2021. The increased implementation of point-of-care testing in pharmacies is supported by several factors: the positive regulatory environment, quick turnaround of results, comparable analytical performance with laboratory-based tests, and convenience and accessibility. The rapid growth in pharmacy-based CLIA-waived laboratories is promising for the profession; however, there is a need to explore the price sensitivity of patients to this cash-based service. The objective of this project is to assess patient willingness to invest in point-of-care testing for acute conditions and chronic disease state monitoring through a cash-based business model.

Methods

This prospective project will take place at two locations of an independent, community pharmacy in the southeastern United States. Persons will be included if they are 18 years of age or older and shop at or receive deliveries from the pharmacy locations. Eligible individuals will be asked to complete a 10-item questionnaire developed through the secure survey platform, Qualtrics. Individuals entering the store will be invited to complete the electronic survey via a laptop. The questionnaire will include demographics, initial interest in potential point-of-care testing options, and questions regarding price sensitivity. Price sensitivity will be established and analyzed using the van Westendorp Price Sensitivity Meter, which asks open-ended questions to determine an acceptable price for a new product or service. Survey questions are all multiple-variable with a single-choice so each question will result in a single variable of data to be analyzed through descriptive analysis. For price sensitivity analysis, data will be analyzed using a histogram to find the most acceptable price range. Participants will have the opportunity to enter a drawing to receive one of ten, \$10 store gift cards as an incentive for survey completion.

Preliminary Results

Retrospective Institutional Review Board approval is anticipated in May 2022. Fifty surveys were collected, but only 48 were completed. Out of our convenient sample, rapid influenza testing had the most patients indicate initial interest (22 patients), followed by strep throat (20 patients), then cholesterol (18 patients) and lastly A1c (17 patients). After determining an optimal price point for each service, rapid strep throat testing grew in popularity with 30 patients indicating that they would be moderately-extremely likely to purchase a rapid strep throat test from Moose Pharmacy at the optimal price point of \$20-29.99. The rapid influenza test only increased slightly with 23 patients indicating that they would be moderately-extremely likely to purchase a rapid influenza test from Moose Pharmacy at the optimal price point of \$50-59.99. Rapid A1c testing had 21 patients indicate that they would be moderately-extremely likely to purchase a rapid A1c test from Moose Pharmacy at the optimal price point of \$40-49.99, and the least popular test was the rapid cholesterol test as only 17 patients indicate that they would be moderately-extremely likely to purchase a rapid cholesterol test from Moose Pharmacy at the optimal price point of \$30-39.99.

Conclusion/Implications

This project will provide data to support the implementation of point-of-care testing services with a cash price that will balance the patient's price sensitivity with the reasonable cost of each service. From this study, it is clear that Moose Pharmacy patients are interested in and willing to invest in additional point-of-care testing services with preference for acute over chronic conditions.