

UNIVERSITY OF WISCONSIN-MADISON SCHOOL OF PHARMACY STUDENT WRITING CLUB:

Business Member Spotlight: Neuhauser Pharmacy

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Editors Note:

The Business Member Spotlight is a feature in The Journal that showcases featured PSW Business Support Member pharmacies. Examples may include but are not limited to: innovative practice model changes, management solutions, professional development opportunities, workflow efficiencies, and quality improvement initiatives.

Day-to-Day Practice

Neuhauser Pharmacy is the longest continually-operating pharmacy in the city of Madison. Located in a dynamic small business district near the University of Wisconsin-Madison, Neuhauser is a friendly, neighborhood pharmacy with a traditional atmosphere. Peg Breuer, RPh has been caring for the community at Neuhauser Pharmacy for the past 30 years and became the sole owner and manager of the pharmacy in 2001. This passion for paving her own path and becoming a business owner started at a young age, as she notes, “When I was in pharmacy school and told a professor I was interested in pharmacy ownership, he tried to steer me in a different direction. I was determined to prove him wrong.” Peg had a vision, and through determination was able to achieve her goals. She believes that one of the best ways to provide quality and compassionate patient care is to be a part of the neighborhood. Toward that mission, Neuhauser Pharmacy employs members of the surrounding community to best connect with their patients. The pharmacists have worked hard to create a strong sense of trust and loyalty with their patients, knowing the importance of these relationships for the continued success of Neuhauser Pharmacy.

On most days, the staff consists of two pharmacists and two technicians. This ratio enables the pharmacist and technicians to work closely together to provide

outstanding patient care. Neuhauser was one of the first WPQC trained providers. They provide medication management services for Care Wisconsin clients located in Dane County and offers a private pay option for their patients who are interested in this service. This makes the pharmacy staff part of the patients’ care team and empowers patients to optimize their treatment plans.

Neuhauser is also a popular spot for rotations for UW-Madison pharmacy students. The educational atmosphere provides an opportunity for lifelong learning for students, pharmacy staff, and patients. Neuhauser also provides influenza vaccines and is looking forward to expanding the vaccine options in the future. In addition to providing pharmacy services, the pharmacy is also a member of the Monroe Street Merchants Association, participating in several business and fundraising events throughout the year. Peg truly loves going to work every day as she enjoys running a successful business, leading a passionate pharmacy team, and caring for people.

Bumps in the Road

According to Peg, the biggest challenge facing Neuhauser Pharmacy is third party reimbursement. In the past five years, profits have significantly declined due to reduced reimbursement for products and difficulties billing for services. To overcome this, the pharmacy is adopting meaningful

changes in business management. For instance, pharmacy staff has become skilled in purchasing products at the lowest cost to keep prices affordable for their patients. Additionally, Neuhauser pharmacy has plans to better integrate billing into their workflow and provide more effective staff training to address these changes.

Moving Forward

Keeping consistent with their friendly, neighborhood business outlook, Neuhauser uses local organizations, social media, and word-of-mouth to market themselves and their services. Beyond spreading awareness of their local business, there are some exciting new internal changes coming for their team. To improve workflow and efficiency, Neuhauser will likely be implementing a new computer system.

Perhaps the most exciting of those changes in the pharmacy’s future is the addition of Peg’s daughter to the Neuhauser Pharmacy team. Her daughter will be graduating pharmacy school in 2018 and has plans to join the business. Peg is looking forward to working with her daughter – incorporating her innovative ideas for continued growth – to help keep Neuhauser Pharmacy one of the neighborhood’s most cherished businesses. ●



Above - View of Neuhauser Pharmacy located at 1875 Monroe St, Madison, W. This location has been open since December of 1980. Peg Brewer began her career at Neuhauser Pharmacy in June of 1987 and became sole owner in March of 2004.

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Testimonials

“It’s very personal, I get excellent customer service, and they always make me feel comfortable asking all my health related questions - beyond just those regarding my medications. Whenever I need help with an OTC product, I tell them what I think I need, and then ask them what they think I need, and they have always been right.”

- Sean O’Herrin, customer of 15 years

“It’s just awesome coming to Neuhauser Pharmacy. Everyone here is so kind and they treat us like family. It makes me very happy to still have this neighborhood pharmacy. They always answer any and all of my medication questions.”

- Patient of Neuhauser Pharmacy since 1989