

"MORTAR & PENCIL" CONCORDIA UNIVERSITY WISCONSIN SCHOOL OF PHARMACY STUDENT WRITING CLUB:

Business Member Spotlight: Hayat Pharmacy

by Jason Chladek, 2021 PharmD Candidate

TFirst opening in 2011, Hayat Pharmacy is now at 10 locations around the metro Milwaukee area and Southeastern Wisconsin and employs 15 pharmacists and 70 technicians. With so many different locations, the pharmacy is able to work with a very diverse patient population. The staff takes pride in helping people from all different backgrounds and walks of life. Through every service and patient encounter, Hayat is committed to, "enriching the community with quality, compassionate, and affordable care that people deserve." This commitment to innovative and patient-centered care led Hayat Pharmacy to be named Health Mart's, "2014 Pharmacy of the Year."

Day to Day Practice

As the CEO of Hayat Pharmacy, there is no typical day for Dr. Hashim Zaibak. Rather, he starts each morning by prioritizing both financial and clinical goals that will best meet the need of the organization. This involves reviewing prescription data from previous weeks to evaluate how the pharmacy's business is changing. Dr. Zaibak makes it a point to meet with the employees and delivery staff on a regular basis. By doing so, he is given the opportunity to address any outlying issues and motivate the employees, improving overall performance. Most importantly, Dr. Zaibak focuses a large part of his time on outreach – to both patients and prescribers. As the CEO, he strives to visit every Hayat location, constantly looking for ways to improve services. As part of these visits, he not only examines the functionality of the pharmacy, but makes it a point to create conversations with patients, collecting constructive feedback along the way. On the prescriber end, Dr. Zaibak is consistently looking for ways to collaborate and work with a variety of prescribers within the community,

expanding the practice where possible. As if this weren't enough, Dr. Zaibak's schedule calls for a variety of speaking commitments and educational conferences.

Also leading the team at Hayat is Dr. Dimmy Sokhal, the pharmacy's Chief Clinical Officer. Dr. Sokhal is responsible for identifying and initiating the clinical programs and quality improvement projects at Hayat. While doing this, she is continuously working on developing new partnerships within the community. In addition to these tasks, Dr. Sokhal participates in patient home visits to perform medication management services, immunizations, and antipsychotic medication education. To round out her busy schedule, she also takes on administrative responsibilities. Much of her work includes creating staff schedules, assessing performance related issues, and reviewing intervention outcomes.

With such a wide variety of responsibilities, the work environment at Hayat Pharmacy is unique and differs each day. There can be days where the pharmacy management is working alongside the rest of the employees, and days where they must take a background role. Through it all, the pharmacists at Hayat describe themselves as a family working towards common patient-centered goals, instilling a culture that revolves around what is best for every patient. Every member of the pharmacy team strives to extend this relationship and common goal to the physicians, physician assistants, nurses, case managers, and other healthcare professionals with whom they collaborate. In addition to the work done within the walls of the pharmacy, members of the team are constantly offering assistance to senior community centers, shelters for homeless adults and youth, and food pantries. Above all, the staff at Hayat Pharmacy is always striving to advocate for the pharmacy profession and actively share their experiences with the rest of the world.

Raising the Bar

It is often misunderstood that the only role a pharmacist takes is counting out pills for patients. There is no doubt that Hayat Pharmacy breaks this stereotype. Beyond filling prescriptions, the pharmacists at Hayat work collaboratively with prescribers to achieve optimal clinical outcomes for mutual patients. The organization is also working on expanding their diabetes education program that the pharmacists deliver to patients. The diabetes self-management education (DSME) program focuses on point of care A1C testing within the pharmacy and patient homes. Hayat is striving to train more pharmacists for the program in order to enroll more patients, create a comprehensive program, and place a focus on adherence and disease-state related goals.

Hayat Pharmacy proves to be unique, as they offer several services that assist in improving compliance to medications and increasing the desire for patients to participate in innovative programs. For over seven years, Hayat has offered customers free prescription delivery, comprehensive medication therapy review and management, medication synchronization, and safe medication disposal. The pharmacy is also looking to expand their diabetes prevention program in order to target and educate patients with increased diabetic risk. The company continuously offers support and assistance for the pharmacists to complete regular continuing education, including training for administering intramuscular medications. Ultimately, the success of Hayat Pharmacy revolves around the patients and a focus on positively impacting their clinical outcomes.

Bumps in the Road and Moving Forward

As with any new project, the biggest barrier that comes with expanding the



Above: Hayat pharmacists conducting a home visit.



services and initiatives of Hayat Pharmacy is the financial aspect. With every new idea, the pharmacy's leaders and management must take a step back and justify the pros and cons of implementing it. As ideas are moved forward, the administrators must work to create a thorough and detailed business plan for these proposals. It is important to the leaders of Hayat to not only indicate how new projects will lead to efficient and effective services and improve patient care, but to lay out the steps that need to be taken in order to do so. The pharmacy wants to make sure that it reaches its full potential and provides the greatest benefit with each new idea. As always, the patients are put at the forefront of the decision-making process, and projects that can improve the well-being of these patients are made a top priority.

The leaders at Hayat Pharmacy are continuously looking for ways to grow and recently acquired two additional pharmacies with the goal of helping even more people. There is no question that the patients come first, and the pharmacy is always striving

to discover and explore new ways to enhance the services and options available to patients and improve the quality of care. Although taking on new projects can be challenging and time-consuming, the team at Hayat Pharmacy knows that if they work together to set goals, their potential for growth is infinite.

Cameron Cole, Eric Johnson, and Lana Yang are 3rd Year Doctor of Pharmacy Candidates at Concordia University Wisconsin School of Pharmacy in Mequon, WI.

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