

Peoples Pharmacy & Diabetic Clinic

Norfolk, VA

OVERVIEW



TYPE OF PHARMACY

Independent Pharmacy



GEOGRAPHIC SETTING

Urban



TIME IN OPERATION

3 years



PROGRAM SIZE

Total Served = 125 Participants



FUNDING SOURCES/ REIMBURSEMENT

Participant fees, pharmacy income, and minimal reimbursement from Medicare and private insurance



ACCREDITATION

ADCES Association of Diabetes Care & Education Specialists (2017)

REACH



The program is part of a family-run pharmacy located in a medically underserved community near downtown Norfolk, VA. Most program participants are older (aged 50 or older), African American, and low income. Many also lack health insurance. The program also serves some Hispanic and Middle Eastern participants. Other participants come from the nearby naval station, including merchant marines. The program has served 125 participants to date.



PARTNERS

Hampton Roads Community Health Center

Referring provider

Central Virginia Coalition of Healthcare Providers

Referring provider/Telehealth partner

Virginia Diabetes Council

Advocacy/Community awareness

Optima Community Care Accountable Care Organization

Grant funder

Health Quality Innovators

Analytic support

COMPONENTS

REFERRALS, RECRUITMENT, AND ENROLLMENT

- Recruits primarily via health care provider referrals—especially from the local Federally Qualified Health Center—and current pharmacy customers.
- Conducts outreach via community events, speaking engagements, promotional flyers, and social media presence such as Facebook and Instagram.
- Conducts one-on-one holistic assessment—such as HbA1C, blood pressure, weight, and diet—and creates customized education plan for each participant based on preferences and personal goals.

CORE DSMES SERVICES

- Aims to provide all participants with 1 individual initial assessment with a pharmacist and 7 group DSMES sessions.

CULTURAL TAILORING

- Tailors nutrition and diet recommendations to participants' socioeconomic status and cultural preferences, focusing on foods that are readily available in the community, including from the food bank, the farmer's market, and weekly supermarket flyers.
- Tailors exercise recommendations to align with participants' physical abilities, such as wheelchair-based exercises or incorporating exercise into home chores.
- Offers one-on-one education sessions in Spanish, if needed.

RETENTION

- Conducts reminder telephone calls in advance of biweekly group sessions.
- Schedules group sessions based on participants' availability.
- Reorganizes class sessions to address participants' most pressing needs first.



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LESSONS

COMMUNITY CONNECTION



The program is deeply embedded in the community, maintaining strong relationships with both stakeholders—such as local physicians, the city council, community centers, and media outlets—and participants.

FAMILY CONNECTION



The pharmacy provides a warm, welcoming, and nonclinical atmosphere for community members. Staff members are easily accessible to participants and often greet them by first name. Community members also visit the pharmacy frequently to connect with one another.

INDIVIDUALIZED DSMES EDUCATION



The program takes an individualized approach to its DSMES activities. Staff create a tailored DSMES plan for every participant, taking into account their culture, finances, hobbies, and preferences.

EVIDENCE OF EFFECTIVENESS

METRICS TRACKED

| | | |
|---------------------|-----------------------------|---------------------------|
| HbA1c | GLUCOSE LEVELS | WEIGHT |
| LIPID LEVELS | MEDICATION ADHERANCE | GLUCOSE MONITORING |

PROGRAM OUTCOMES TO DATE

- Approximately 60%** of participants **lowered their A1c level** by 0.6% or more.
- More than 50%** of participants **reduced their systolic blood pressure by 5 mmHg.**
- More than 70%** of participants **lost weight**, with an average weight loss of 3%.
- Staff report that **participants had fewer emergency department visits and expenses.**

EVALUABILITY ASSESSMENT OVERVIEW

In 2019, the Centers for Disease Control and Prevention (CDC) and RTI International conducted a systematic screening and assessment (SSA) of pharmacy-based DSMES programs to identify a small number of programs suitable for in-depth evaluation. SSA identifies innovative practice-based programs to help decide if a more rigorous evaluation would be valuable.

Evaluability assessments are considered a pre-evaluation activity to identify which initiatives may work best and which programs and evaluations are in need of strengthening, often reducing costs and saving time.

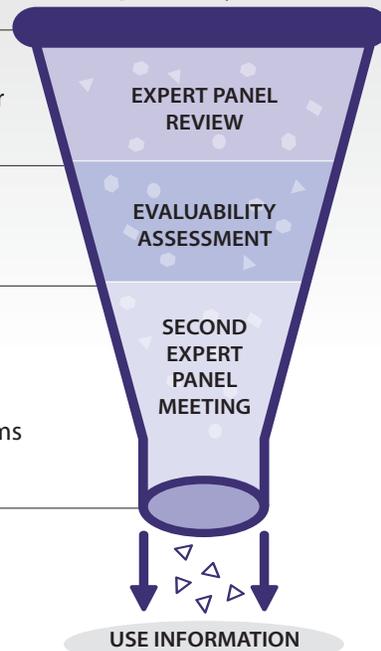
Scan public information about DSMES programs based on relevant criteria.

Expert panel identifies a subset of programs for further consideration

Conduct evaluability assessment for four selected DSMES programs

Expert panel reconvenes to review evaluability assessment results and make recommendations on programs ready for rigorous evaluation

Distribute results through briefs on lessons learned and presentation of findings



FOR MORE INFORMATION:

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