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.

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.

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
Peoples Pharmacy & Diabetic Clinic

**LESSONS FROM THE FIELD**

**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.

**METRICS TRACKED**

<table>
<thead>
<tr>
<th>HbA1c</th>
<th>GLUCOSE LEVELS</th>
<th>WEIGHT</th>
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<tbody>
<tr>
<td>LIPID LEVELS</td>
<td>MEDICATION ADHERANCE</td>
<td>GLUCOSE MONITORING</td>
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**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.

**EVIDENCE OF EFFECTIVENESS**

**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.

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**FOR MORE INFORMATION:**

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