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gazette

NEW BUSINESS PROFILE

Medication therapy management services now offered in Hollywood

BY DAVID UDOFF | BUSINESS CORRESPONDENT

Bridging the gap between you and your health care provider, Pharmaceutical Care Associates is a new business in Hollywood that helps patients manage their medications and coordinates them with their physicians.

Dr. Latrice Roebuck, Pharm D., is a licensed pharmacist from Florida and a graduate of Nova Southeastern University. She currently works at a local hospital in the ICU. Roebuck is an advocate for patients who don't understand their medications, who experience hospitalizations because of their medications, and patients who have difficulty getting their prescribers to address their concerns.

"I review patient's prescription medications, over the counters or supplements and determine if the person is experiencing any drug interactions and if there are any prescription duplications. Maybe a patient is experiencing a condition that has not been recognized by their physician; I can help in all of these areas," said Dr. Roebuck.

Often a patient is seeing more than one doctor for various conditions. "The role I want to play is advocate. I contact the primary physician to review their patient's medication history and reconcile their

patient's medications with them," explains Dr. Roebuck.

Savings

Consumers know how expensive prescription drugs are these days. "A person may not be able to afford their medications and they might want to apply for a manufacturer's sponsored program. I can help patients complete the documentation and submit the forms to see if they are eligible for these medications at a reduced price or free of charge," said Dr. Roebuck.

Consultation

At the initial consultation, Dr. Roebuck reviews with the individual all of the medications they are currently taking and she makes a detailed list noting the prescribing doctors. "I ask the patient the following questions: What are their feelings about their medications and the daily routine, why they are taking them, how they feel physically, and if they are experiencing any side effects."

At the follow-up consultation, Dr. Roebuck has done the research and looked at all of the drug interactions. Medication loads can often be reduced. "I will never advise a patient to stop taking their medications," assures Dr. Roebuck. "I will make a recommendation to the patient and will contact their physician to discuss my findings. I want to make sure everyone is on the same page."



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Privacy Factor

The advantages of visiting Pharmaceutical Care Associates is that Dr. Roebuck can spend more time reviewing a person's medicine profile compared with talking to a busy pharmacist at a drug store. "I try to make it a very private and comfortable setting. I understand when a patient goes to Walgreen's or CVS, the privacy factor is sometimes lacking with people waiting in

line for their prescriptions. Patients may be reluctant to talk because others might be listening."

As a licensed professional, Dr. Roebuck acts as a liaison by talking with your doctors. In addition, after a consultation, the patient becomes better prepared to ask their doctors questions on their meds, what is necessary, tests and monitoring.

Health Insurance

Health insurance is accepted. Contact your insurance company to see if they cover medication therapy management services. These services are currently payable by Medicaid and Medicare.

Call for an appointment and we will be happy to assist you with medication related needs. An initial consultation starts at \$125.00 and follow up is \$30.00.

Pharmaceutical Care Associates - MTM Services is located at 2640 Hollywood Boulevard, Suite #209; Hollywood, FL 33020. To schedule an appointment or for more information, call (954)271-5028 or visit <http://Pharmca-mtm.com>.