

PHARMACY INCENTIVE PROGRAM

Making the Right Choice

Happy Thanksgiving, everyone! I trust you all have had a safe and enjoyable holiday. As the attention of most turns to Christmas and gift giving, this reminds us of something. The need to make choices.



They are constant. Every day, we make choices. It will soon be the first of the year and many people will be making – will be choosing – a New Year’s resolution or two or more.

Perhaps even today, someone in the pharmacy said they were going out for lunch and asked if you wanted anything. This is a choice.

Here is another one, you get home from work and the family says they want to go out for dinner. Now the choice is difficult because no one wants to pick.

Choices are everywhere. Choices are exhausting. Whether it is picking out a gift or picking a restaurant or picking something off the menu at the restaurant, they all require making a choice.

Let’s pull this back to patient care.

**Do you have choices with patient care?
Absolutely! In some instances, it is as simple as making the choice to talk with a non-adherent patient and come up with some solutions to help them take their medication better.**

Unfortunately, that choice doesn’t always happen. Sometimes we get distracted with problems. Sometimes we make the effort, and the patient doesn’t have time to speak with us then.

Here is a rule of thumb that you may find helpful. Whenever you are presented with choices, choose the more difficult path. For those of you that are at least familiar with Star Wars, can you hear Yoda saying, “Beware the quick and easy path”? The fact of the matter is that all good things are uphill. They require us to put in some work. They require that we make the difficult choices and do the difficult work.

Make the choice to do the difficult work of improving patient care. You will be glad that you did. And given that we are in the Thanksgiving season, you will probably be thankful that you did.

Until next time –

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Director, Quality Programs at PQS

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