



# Implementing Durable Medical Equipment (DME) Service to an Independent Pharmacy

SCHOOL OF  
PHARMACY

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## BACKGROUND

- Durable medical equipment (DME) meet five criteria:
  1. durable (can withstand repeated use)
  2. used for a medical reason
  3. typically only useful to someone who is sick or injured
  4. used at home
  5. expected to last at least 3 years.<sup>1</sup>
- In a 2024 study, patients who received their CGM from a DME supplier were more adherent and incurred lower healthcare costs than patients who received them through their pharmacy.<sup>2</sup>
- Having the patient's pharmacy be a DME supplier can better streamline their care.

## OPERATIONAL PLAN

- The pharmacy has already been approved by Medicare to be a proper DME supplier, the next steps being implementing the service at the pharmacy.
- DME to be supplied:
  - Cane/quad cane
  - Walker
  - Crutches
  - Bedside commode
  - Manual wheelchair/transport chair
  - Compressor/nebulizer
  - CPAP/BiPAP
  - Feeding pump
  - Suction machine
  - Glucometer
  - Diabetic shoes
- Prescribers must be made aware that the pharmacy is a Medicare-approved DME supplier
- Providers must submit DME orders for the desired equipment that specify patient information, diagnosis ICD-10 code, and any other relevant information.
- No additional staff need to be hired for this service, but both pharmacists and select pharmacy technicians should be trained on proper use of DME to counsel patients on proper use of their new equipment.



## EXIT STRATEGY

- Submit an opt-out affidavit to the Medicare Administrator Contractor
- Notify all providers and patients
- Direct to the Medicare website to search for other Medicare-approved DME suppliers.

## MARKETING PLAN

The target market:

- patients enrolled in Medicare/Medicaid
- seniors 65 years+
- patients with chronic illnesses, such as diabetes and COPD
- post-surgical and rehab patients

Current DME suppliers/competitors:

- CVS
- Walgreens
- Walmart
- Medical West Respiratory Services
- Alton Memorial Hospital
- Med Resources.

Advertising:

- In-store displays
- Brochures
- Physician referrals
- Within senior living communities

## REFERENCES

1. Durable medical equipment (DME) coverage. Medicare. Accessed June 21, 2024. <https://www.medicare.gov/coverage/durable-medical-equipment-dme-coverage>.
2. Allaire J, Dennis C, Masturzo A, Wittlin S. Exploring Real-World Adherence and Cost Implications of Continuous Glucose Monitoring in Patients with Diabetes: Impact of Device Sourcing. JMIR Diabetes. Published online May 25, 2024. doi:10.2196/58832