



# DRUG TAKE BACK INITIATIVE

## AT CITY CENTER DRUGS



Antoniya Holloway, PharmD  
PGY1 Community-Based Pharmacy Resident  
Mississippi State Department of Health Pharmacy  
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## EXECUTIVE SUMMARY

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City Center Drugs is an independent pharmacy located in the District community of Jackson, Mississippi, USA. The pharmacy offers a wide array of services including prescription fills and refills, immunizations, medication synchronization, gift wrapping, and local delivery. City Center Drugs accepts prescriptions for all medication classes and most drug schedules. As of March 2023, the pharmacy dispenses approximately 300 prescriptions per day.

A large portion of prescriptions dispensed at City Center Drugs are classified by the Drug Enforcement Administration (DEA) as controlled substances with low to high potential for abuse. The DEA hosts a biannual Drug Take back Event in April and October in which unused, partially used, and expired prescription medications can be transferred to the DEA for disposal to limit the potential for abuse and misuse. Additionally, the DEA allows certain businesses to register as permanent collection sites for the safe disposal of medications.

The proposed business plan aims to establish a drug take back program at City Center Drugs to reduce the potential abuse and misuse of prescription medications in the Greater Jackson community, while also serving to increase foot traffic to the pharmacy storefront. By becoming an authorized collector with the DEA, contracting with a vendor to obtain and maintain a collection receptacle, and advertising the pharmacy's collector status, the pharmacy can establish an effective drug take back program. Stericycle, Inc. conducts an annual drug take back survey to help better understand Americans' prescription drug sharing and disposal habits.<sup>1</sup> The 2020 survey revealed that nearly three-quarters of those surveyed believe having a safe and secure way to get rid of leftover prescriptions would help combat the opioid epidemic. [As] the epidemic continues to swell, City Center Drugs strives to be at the forefront of this seemingly never-ending battle.

**Commented [S"1]:** We know how this would benefit the opioid epidemic, but for background purposes, could you add a short detail in this section on why this would affect the opioid epidemic?

**Commented [HA2R1]:** Thanks for this comment! It makes sense to add this information because the paragraph definitely needed a transition before the last sentence. I added some data from a drug take back survey to highlight why the program would affect the opioid epidemic.

## Mission Statement

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City Center Drugs is dedicated to offering a convenient, friendly, and efficient pharmacy experience to its patients every day. Advocating for patients through education, collaboration, and unique services, the pharmacy strives to be a pillar of innovative and efficient healthcare in the community.

## BUSINESS DESCRIPTION

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City Center Drugs is a family-owned, independent pharmacy located in the District community of Jackson, Mississippi, USA, surrounded by an influx of shopping boutiques and bistros. The pharmacy was established in 2020 and is owned and managed by Mary Beth Hardy, PharmD. City Center Drugs accepts prescriptions for all medication classes and most drug schedules. As of March 2023, the pharmacy dispenses approximately 300 prescriptions per day.<sup>2</sup> The pharmacy prides itself on convenient, friendly, and efficient service.

### Services Offered by City Center Drugs

- Pharmacist-verified prescription fills
- Over-the-counter medication recommendations
- Medication and disease-state counseling
- Immunizations (including COVID-19)
- Medication synchronization
- Liquid medication flavoring
- Local delivery and curbside pick-up
- Gift wrapping



In addition to medication services, the pharmacy offers a wide selection of over-the-counter items, fashionable gifts and accessories, and snacks for on-the-go patrons. City Center Drugs is open from 9 am to 6 pm on Mondays through Fridays, and 10 am to 2 pm on Saturdays. The aura of the pharmacy is warm and inviting with sleek finishes throughout the storefront. The staff consists of four knowledgeable and skilled pharmacists, three devoted pharmacy technicians, two pharmacy residents, and a collection of bright students from the University of Mississippi School of Pharmacy.

### Service Description

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The Drug Take Back Initiative at City Center Drugs will institute a medication collection receptacle on the front, inside wall of City Center Drugs. The collection receptacle will provide customers and residents with safe medication disposal for controlled and noncontrolled prescription medications. The Secure and Responsible Drug Disposal Act was established by the DEA in 2014 and allowed pharmacies to set up medication collection receptacles for patients to dispose of their medications.<sup>3</sup> In order to begin implementation of the Drug Take Back Initiative, City Center Drugs will have to update its DEA registration to qualify as an “authorized collector”. There is no fee for modification of DEA registration.<sup>4</sup> After collector status is granted, the pharmacy is responsible for securing a collection receptacle from a vendor and maintaining the receptacle. Controlled substances with a DEA schedule of II, III, IV, and V, as well as non-controlled substances can be collected. Maintenance should be performed by designated pharmacy staff once daily and involve recordkeeping for the acquisition, installment, removal, transference, and [destruction of every inner liner].<sup>4</sup>

Because City Center Drugs is located in Jackson, the state’s [capital] and epicenter of medical care, City Center Drugs receives and dispenses many controlled medications from drug classes such as stimulants, central nervous system depressants, and opioids. From July to September 2022, approximately 580,964 opioid prescriptions were dispensed in Mississippi.<sup>5</sup> An average of 6,455 opioid prescriptions were dispensed every day during these months.

Commented [S"3]: do they have to remove the liner daily? or what is the frequency?

Commented [HA4R3]: They do not have to remove the liner daily; they only need to check it daily. There is more detailed information about this in the "operations" section. The manufacturer predicts that a medium-volume pharmacy will only need 4 liners per year to began with.

Commented [S"5]: capital

Commented [HA6R5]: Thanks for catching this. I corrected it.

Nationally, approximately 70% of people who abused prescription medications say that they got them from a friend or family member.<sup>6</sup> With the implementation of the Drug Take Back Initiative, City Center Drugs will help to further the mission of the city of Jackson and the state of Mississippi to reduce the number of opioid overdoses and deaths. Additionally, the pharmacy stands to provide another service to its loyal customer free of charge while increasing foot traffic to the pharmacy.

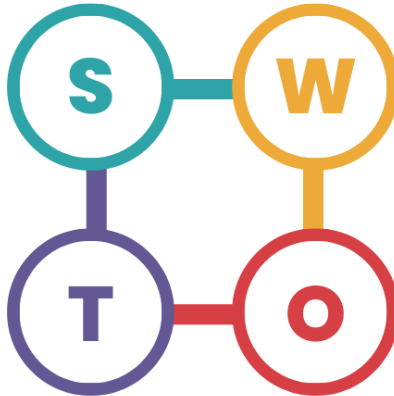
## MARKET PLAN

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### SWOT Analysis

#### STRENGTHS

- Provides safe medication disposal for customers
- Attracts potential customers
- Easy to implement



#### WEAKNESSES

- Marketing may cost more than maintaining receptacle
- Location in pharmacy may not be visible

#### THREATS

- Misuse of receptacle
- Failure of staff to maintain
- Customers may feel it unnecessary

#### OPPORTUNITIES

- Target use of nearby nursing home residents
- Implementation in sister pharmacy

## Market Strategy

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The Drug Take Back Initiative will be marketed in a variety of ways depending on feasibility at the time of implementation:

1. Staff members will verbally notify existing customers about the Drug Take Back Initiative when prompted at the checkout counter or on the telephone, as well as distribute flyers in prescription bags at checkout.
2. Staff members will notify existing customers via contracted text message service.
3. Staff members will provide flyers advertising the new initiative to residents and businesses in the District community area.
4. After the DEA registration is updated, the location of the pharmacy will be automatically listed on the DEA Drug Take Back Collector Site Locator webpage.
5. After the DEA registration is updated, the location of the pharmacy will be submitted to the Mississippi Public Health Institute to be featured on [www.msrxdisposal.org](http://www.msrxdisposal.org).

## FINANCIAL PLAN

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The Drug Take Back Initiative is novel in that it is a low-cost, high-impact service offered to customers and “ultimate users” (as defined by the DEA) for no fee.<sup>7</sup> Adversely, there is no direct revenue that the pharmacy should expect to receive outside of an increase in front-door foot traffic which could possibly render higher sales and indirect revenue.<sup>8</sup>

## Financial Projections

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- City Center Drugs dispenses approximately 300 prescriptions per day on average.
- Approximately 22% percent of total prescriptions dispensed per day at City Center Drugs (CCD) are controlled substances as defined by the DEA.
  - Therefore, approximately, 66 prescriptions dispensed per day at CCD are controlled substances.
- Approximately 8% percent of total prescriptions dispensed per day at City Center Drugs are opioids.
  - Meaning, approximately 24 prescriptions dispensed per day at CCD are opioids.
- According to Mayo Clinic, approximately 63% of controlled substances like opioids are left unused by patients.<sup>9</sup>
  - Based on this information, it is projected that 41 controlled substance prescriptions that are dispensed by CCD per day will be left unused.
  - City Center Drugs has the potential to recover and dispose of at least 41 expired or unused controlled substance prescriptions per day.

## Financial Costs

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- Start-up Costs
  - 18-Gallon *MedSafe* Receptacle = \$1,458.00
    - Vendor: Sharps Compliance, Inc.
    - Item # 17818
    - Item description: 18 Gallon *MedSafe* Receptacle with Liner, Standard Header. For collection and disposal of ultimate user medications, INCLUDING SCHEDULE II-V CONTROLLED SUBSTANCES. Must be utilized in conjunction with 18 Gal *MedSafe* Liners.<sup>10</sup>
    - Quotes for all services and products can be requested at [www.sharpsinc.com/request-a-quote](http://www.sharpsinc.com/request-a-quote).



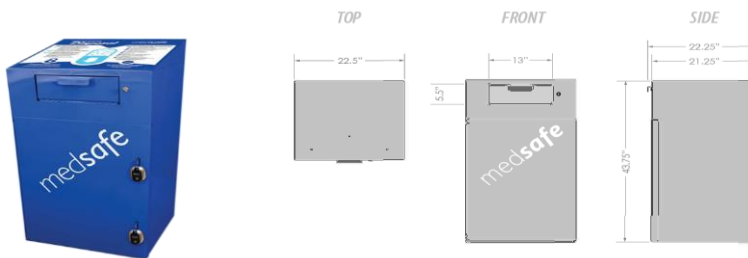
- Fixed Costs

- 18-Gallon *MedSafe* Receptacle Liners, Case of 4 = \$540.00

- Vendor: Sharps Compliance, Inc.
- Item # 17418
- Item description: 18 Gal *MedSafe* Liner, case of 4. For collection and disposal of ultimate user medications, INCLUDING SCHEDULE II-V CONTROLLED SUBSTANCES. Must be utilized in conjunction with 18 Gal *MedSafe* Receptacle Each liner is serialized and includes pre-paid return via common carrier.<sup>10</sup>
- The pharmacy is projected to use 4 liners per year at service start-up based on Sharps Compliance, Inc. projections.
- Quotes for all services and products can be requested at [www.sharpsinc.com/request-a-quote](http://www.sharpsinc.com/request-a-quote).

- Exit Strategy

- Pharmacy must update DEA registration to reflect dismissal of authorized collector status and may recycle medication receptacle to Sharps Compliance, Inc.



## MANAGEMENT TEAM

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1. Lead Staff Person
  - a. Responsibility:
    - i. Daily maintenance of receptacle as listed in operations
    - ii. Removing, sealing, and shipping off old liners
    - iii. Recordkeeping
    - iv. Ordering new liners
  - b. Job title:
    - i. Pharmacist only
2. Secondary Staff Person
  - a. Responsibility:
    - i. Daily maintenance of receptacle as listed in operations
    - ii. Removing, sealing, and shipping off old liners
    - iii. Recordkeeping
  - b. Job title:
    - i. Pharmacist, intern, extern, technician, or clerk

## OPERATIONS

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1. Every morning prior to pharmacy opening, the top keyhole of the medication receptacle should be unlocked and checked by pulling the handle to ensure that the non-retrievable depository door is operational. Any ultimate user (customer and non-customer) is allowed to utilize the receptacle for safe medication disposal through service hours for CII – CV and non-controlled prescription medications.
  - a. Expected timeframe: less than 1 minute
2. Once per day at pharmacy closing, all exterior areas of the medication receptacle should be wiped down using a spray disinfectant and the liner should be changed, if full.
  - a. Expected timeframe: 3 minutes
3. Every day at closing, the top keyhole should be locked to disengage the non-retrievable depository door.
4. Every day at closing, the bottom keyhole should be unlocked and opened to visibly determine whether the liner is full. When the inner liner fills, two authorized persons can safely remove the liner from the collection receptacle, seal it, and drop it off at a UPS location where postage and shipping are prepaid. The inner liner is waterproof, tamper-evident, and tear-resistant, and contents are not viewable once sealed. Each liner bears a permanent, unique identification number that enables the liner to be tracked. View the instructional at [www.sharpsinc.com/medsafe/](http://www.sharpsinc.com/medsafe/).
  - a. Expected timeframe: 15 minutes
5. The lead staff person is responsible for ordering new liners once the supply is nearly empty.
  - a. Expected timeframe: 4 minutes
6. Both the lead staff person and secondary staff person are responsible for recordkeeping at the point of liner acquisition, installation, removal, transference, and destruction.<sup>4</sup> Recordkeeping may occur through any reliable method (handwritten log, virtual document, etc.). Inner liner recordkeeping should include:
  - a. Date each unused inner liner is acquired, unique identification number and size (e.g., 5-gallon, 10-gallon, etc.) of each unused inner liner acquired

- b. Date each inner liner is installed, the address of the location where each inner liner is installed, the unique identification number and size (e.g., 5-gallon, 10-gallon, etc.) of each installed inner liner, the registration number of the collector, and the names and signatures of the two employees that witnessed each installation;
  - c. Date each inner liner is removed and sealed, the address of the location from which each inner liner is removed, the unique identification number and size (e.g., 5-gallon, 10-gallon, etc.) of each inner liner removed, the registration number of the collector, and the names and signatures of the two employees that witnessed each removal;
  - d. Date each sealed inner liner is transferred to storage, the unique identification number and size (e.g., 5-gallon, 10-gallon, etc.) of each sealed inner liner stored, and the names and signatures of the two employees that transferred each sealed inner liner to storage;  
AND
  - e. Date each sealed inner liner is transferred for destruction, the address and registration number of the reverse distributor or distributor to whom each sealed inner liner was transferred, the unique identification number and the size (e.g., 5-gallon, 10-gallon, etc.) of each sealed inner liner transferred, and the names and signatures of the two employees that transferred each sealed inner liner to the reverse distributor or distributor.
  - f. Expected timeframe: 5 minutes
7. A satisfaction survey will be offered to customers bi-annually to determine the usefulness of the service and raise awareness of its existence.
- a. Expected timeframe: 2 minutes

## REFERENCES

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