

CARE THAT WORKS TOGETHER: GENOA HEALTHCARE PHARMACY

Care That Works Together: Inside The Center's Partnership with Genoa Healthcare Pharmacy

When it comes to behavioral health care, the right medication at the right time can make a meaningful difference in someone's recovery journey. That's why The Center for Counseling and Consultation partners with Genoa Healthcare Pharmacy, located right inside our Great Bend facility at 5815 Broadway Ave.

This partnership helps remove barriers that can often stand between clients and the medications they need—making care more coordinated, convenient, and personal.

A Shared Mission for Better Health

Genoa Healthcare's mission closely aligns with the work happening at The Center every day. Their focus is simple but powerful: improving the quality of life for individuals living with behavioral health and other complex health conditions through a higher level of pharmacy services.

By operating directly within behavioral health clinics across the country—including here at The Center—Genoa creates a model where pharmacy services and clinical care work hand in hand.

In day-to-day practice, that collaboration is constant. Genoa pharmacy staff work closely with The Cen-



ter's providers to answer medication questions, support insurance needs, and help ensure clients are able to stay consistent with their treatment plans.

Convenience That Supports Recovery

For many individuals receiving behavioral health services, something as simple as picking up a prescription can become a barrier. Transportation challenges, busy schedules, or difficulty organizing medications can all affect whether someone stays on track.

Having a pharmacy located within The Center helps remove many of those obstacles.

Clients are able to fill all of their prescriptions in one place, often at the same location where they see their provider. Genoa's team can also synchronize medications so they refill at the same time, simplifying what might otherwise be a complicated process.



Additional services make access even easier, including:

1. Free mailing of prescriptions
2. Free pre-filled pill organizers
3. 24/7 pharmacy support
4. Refill reminders by phone
5. Specialized monthly medication packaging to help patients stay organized

One service that particularly stands out is Genoa's care packaging system, which organizes medications into clearly labeled packets based on when they should be taken. For individuals managing multiple prescriptions, this simple system can make daily medication routines far easier to follow.

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Collaboration That Improves Outcomes

The close working relationship between the pharmacy team and The Center’s clinicians often makes a real difference for clients.

Pharmacy staff communicate regularly with providers through phone, email, and in-person conversations, and they participate in medical staff meetings to stay aligned with treatment teams. This integrated approach allows challenges to be addressed quickly.

For example, when a client was recently discharged from a treatment facility and had run out of medication, Genoa staff worked alongside the facility and Center providers to quickly coordinate new prescriptions and ensure the individual had what they needed.

This type of communication helps ensure clients don’t fall through the cracks during critical moments in their care.

A Pharmacy for the Whole Community

While Genoa is located within The Center, many people may not realize that the pharmacy is open to everyone—not just Center clients.

Community members can transfer prescriptions from any provider and fill a wide range of medications, including:

1. Antibiotics
2. Maintenance medications

3. Diabetic supplies
 4. Behavioral health medications
- And many other common prescriptions

Because Genoa operates in a smaller, clinic-based environment, the experience is often more personal than a traditional retail pharmacy.

In many cases, the pharmacy team knows patients by name—creating an atmosphere that feels welcoming, familiar, and supportive.

Making a Difference Every Day

For the staff at Genoa, working within a behavioral health organization brings a deeper sense of purpose.

Seeing individuals make positive changes in their lives—and witnessing the impact of the services provided at The Center—is one of the most rewarding parts of the job.

Their goal is simple: when someone walks through the pharmacy doors, they hope patients leave feeling supported, cared for, and relieved that someone is helping them navigate their medication needs.

Consistency with medication is an important part of many treatment plans, and the Genoa model has shown promising results. Research has found that individuals using a Genoa pharmacy experience medication adherence rates of more than 90 percent, along with 40 percent fewer hospitalizations and 18 per-

cent fewer emergency room visits.

These outcomes reflect the power of coordinated care—when providers, pharmacists, and support staff all work together for the wellbeing of each individual.

Getting Started Is Easy

For community members interested in transferring their prescriptions, the process is simple.

Genoa’s pharmacy team handles the details—often needing just a few basic questions answered to begin the transfer process.

It’s one more way this partnership helps make care easier to access, easier to manage, and easier to trust.

Because at The Center, healing doesn’t happen in isolation. It happens when people and services come together to support the whole person—every step of the way.

Thank you to Genoa Pharmacy for being a valued partner in care.



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