

# A Family Affair

## Rhonda Eldridge, PD and Glenn Eldridge, RPh

GRANDVIEW PHARMACY • *Connersville, Indiana*



For Rhonda and Glenn Eldridge, there was never any question that they would become pharmacists. After all, they grew up with it. Their father Howard acquired Grandview Pharmacy in Connersville, Indiana, in 1969, and it has remained in the family ever since.

“We all worked in the pharmacy at a very young age,” says Rhonda, PD, a 1981 Purdue University pharmacy graduate who serves as Grandview’s chief executive officer. “I remember working for 50 cents an hour in sixth grade and making orange phosphates from real oranges.”

Younger brother Glenn, RPh, a 1991 Purdue pharmacy grad and president of Grandview’s long-term care (LTC) and home infusion operation, adds to those sentiments, saying, “Since my dad and sister were pharmacists, I had

great role models. Our family talked, ate, breathed, and slept pharmacy. It was our second home.”

And when they say it’s a family business, they aren’t kidding. Along with Rhonda and Glenn, two other siblings work in the pharmacy; Ralph, a CPA and chief financial officer; and Lori, who assists with advertising and seasonal sales. Their brother-in-law Jim is human resources manager, and Glenn’s wife fills in when needed. Rhonda says all 11 of her nieces and nephews have worked part time in various capacities.

In recent years, the Eldridge’s have added two more locations. In Connersville, which serves a community of about 20,000 in east central Indiana, the pharmacy rests on a six-acre site with a 12,000-square-foot building and an 8,500-square-foot office/warehouse.

Their second pharmacy, about 15 miles away in Cambridge City, a town of about 2,500 residents, opened in 2004 with a 1,300-square-foot apothecary. The family’s third pharmacy, an LTC facility, is housed in an 8,000-square-foot

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building in Brownsburg, a community of about 20,000 located near Indianapolis.

The Connersville retail pharmacy has a large durable medical equipment (DME) department, a uniform shop, a one-hour photo shop, and a sundry/gift shop. The Brownsburg location provides comprehensive services for LTC, assisted living, and developmentally disabled patients, along with intermediate care for mentally retarded, home infusion, and DME patients. The three pharmacies employ 117 people (49 full time and 68 part time).

Long-term care has become more of a focus for Grandview Pharmacy in recent years. The LTC program began in a hallway more than 30 years ago before moving to the back room and then to the back counter. After that, it was moved to a couple of modular units at the back of the retail store, and finally to the Brownsburg facility.

“We always referred to LTC as the ‘back pharmacy’ because it was always in the back of the store,” Rhonda says. “The opportunities for growth are awesome. So many facilities are looking for transparency and want that extra effort.

Not only do they get what any other facility can offer, but they get our team of professionals, which cannot be beat. We employ a full-time marketer to keep in touch with our facilities. There is such a need right now for that personal touch, where the administrator or director of nursing can pick up the phone and talk to their pharmacist. We want to be available to our patients.”

Glenn says that with an aging population and the need for LTC services, this segment is a strong and stable component of Grandview’s offerings. “Because of the country’s demographics, the business will grow significantly in the coming years.”

Rhonda and Glenn say Grandview strives to represent the best that community pharmacy can offer. “Our customers know that we do what we say.” Rhonda adds, “We are very stable, having been here for 40 years. We grew up here, went to school here, and have made our homes here.”