A Guide to Promoting Your Pharmacy to Prescribers

The prescribers who practice near your store represent relationships that, if formed and nurtured, could help you build broader awareness for your pharmacy and potentially lead to new-patient traffic.

Building relationships with physicians and other prescribers (nurse practitioners, dentists, psychiatrists, veterinarians, etc.) can and should be beneficial to both you and the prescriber:

**Benefits for your pharmacy:**
- Increase new-patient traffic and help protect patient volume
- Improve patient loyalty with better care
- Promote your niche services

**Benefits for the prescribers:**
- Improved Quality Measures from pharmacist interventions on drug-to-drug interactions and patient medication monitoring
- Reduced administrative burden, such as refill phone calls
3-step guide to building valuable prescriber relationships

Step 1: Build your list
Determining which physicians to target and knowing how to best position your pharmacy can help save you time and make your physician outreach more effective.

Research the prescribers in your area
Build a list of prescribers according to:
• Distance from your store
• Number of prescriptions per month
• Specialty
• New/relocated prescribers
• Your pharmacy’s share of prescriptions or change in that share over time

Select the prescribers you want to target.
As you decide which physicians to target, consider:

• Prescribers who treat patients who demand more complex medication regimens. Pharmacists tell us it is preferable to focus on physicians who write prescriptions for patients with complex medication needs for whom your services may be especially valuable.

• Prescribers who have a targeted population of patients. Specialists such as obstetricians specialize in female populations who may be key healthcare decision-makers for their families.

• Practices whose patients may benefit from your special services. Let pediatricians, dentists and veterinarians know that you offer compounding for their patient populations, for example. Endocrinologists may be interested in your specific products and services for diabetes patients.

• Consider your existing prescribers as much as you consider your “prospects.” If you see that you are receiving prescriptions from a certain physician or that prescriptions are increasing from a physician it is especially important that you plan outreach to that practice.

PHYSICIAN OUTREACH PROGRAM
The Physician Outreach Program is an easy to use, comprehensive program that gives you in-depth, up-to-date prescriber data and all the tools you need to quickly and easily market to prescribers and save time filling scripts.

• Fast prescriber look up.
• Easily identify high-opportunity prescribers and local Rx trends.
• Track your outreach activities for each individual prescriber; see at a glance who you’ve contacted, and when.
• See your share of prescribers’ trends and newly added patients’ insights if you use McKesson Pharmacy system software, Computer Rx or Pioneer Rx.

To enroll visit
physicianoutreachprogram.com

Questions?
Call 855-658-4482
(8:30 a.m. to 7:00 p.m. M-F, ET) or
e-mail physicianoutreach@emg3.com
Step 2: Promote your value, not your business.
When contacting a physician, your goal should be to better understand their needs so that you can tailor your solutions and create a partnership to provide better care for your mutual patients.

Know the services prescribers value.
According to a recent prescriber survey, prescribers are most interested in pharmacy services that help them manage complicated patient needs, including:

- E-prescribing
- High risk medications
- Medication adherence
- Medication synchronization
- Home delivery

By enrolling patients in Med Sync, average refill calls to the physician’s office were reduced from 17 to 4.

Case Study for Thrive Pharmacy Solutions in Plano, TX: “Embedding Pharmacists in Provider Clinics: Thriving in Partnership with an ACO”

Know the impact your pharmacy can have.
Pharmacists can collaborate with physicians and other eligible prescribers to impact quality measures. There are a number of measures that require appropriate drug therapy selection and monitoring in which pharmacy can play a role.

- Pharmacists can collaborate with prescriber practices and identify mutual patients who are considered at high risk (including patients with diabetes, heart failure, cardiovascular disease, pulmonary disease, etc).
- Pharmacists can regularly “work-up” these patients to ensure that they are achieving their therapeutic outcomes with safe and effective medications, make clinical interventions, and communicate with prescribers.
- Offer some suggestions on additional services you can provide the patient to help impact their health outcomes.
- Schedule regular meetings with the medical office to review specific patients and mutual plans.
- Recommend safe, alternative solutions when medication-related problems are identified.
Step 3: Develop a plan and prepare for your prescriber visits.

Your time is limited – a simple, straightforward marketing plan will make the most of the time you have and ensure that your physician outreach is valuable and productive.

Create a marketing plan.
Multiple touchpoints and updates throughout the year keep your pharmacy top-of-mind with physicians and staff, and show your benefit to your mutual patients (and their quality measures). Having a plan will help you prioritize your targets and assign tasks internally to staff or to an outside consultant.

Understand what works. Physicians and their staffs are busy – they also see a lot of pharmaceutical marketing every day. Make sure your communications add value, providing patient and prescriber education and updates on your mutual patients, rather than just traditional ads or marketing pieces.

• **Preferred method of communication.**
  53% of physicians surveyed said they preferred to receive communications from their local pharmacist by phone; fax and e-mail were preferred by 46%.

• **Patient leave behinds.**
  77% stated that if a pharmacy were to provide printed materials to leave behind, they should include a complete list of available services while 75% believed a coupon added value for their patients.

WHAT IS IMPORTANT TO PRESCRIBERS?

• A pharmacy that will pick up the phone fast and provide answers to the physician’s medication questions
• A pharmacist who will help them care for their patients and meet the goals they have set out in their treatment plans
• Dependable and affordable service for patients
• Help and training for staff with addressing prior authorizations and how to save practices time
• Someone who will visit in person (preferably over the lunch hour) to provide education and develop an in-person relationship