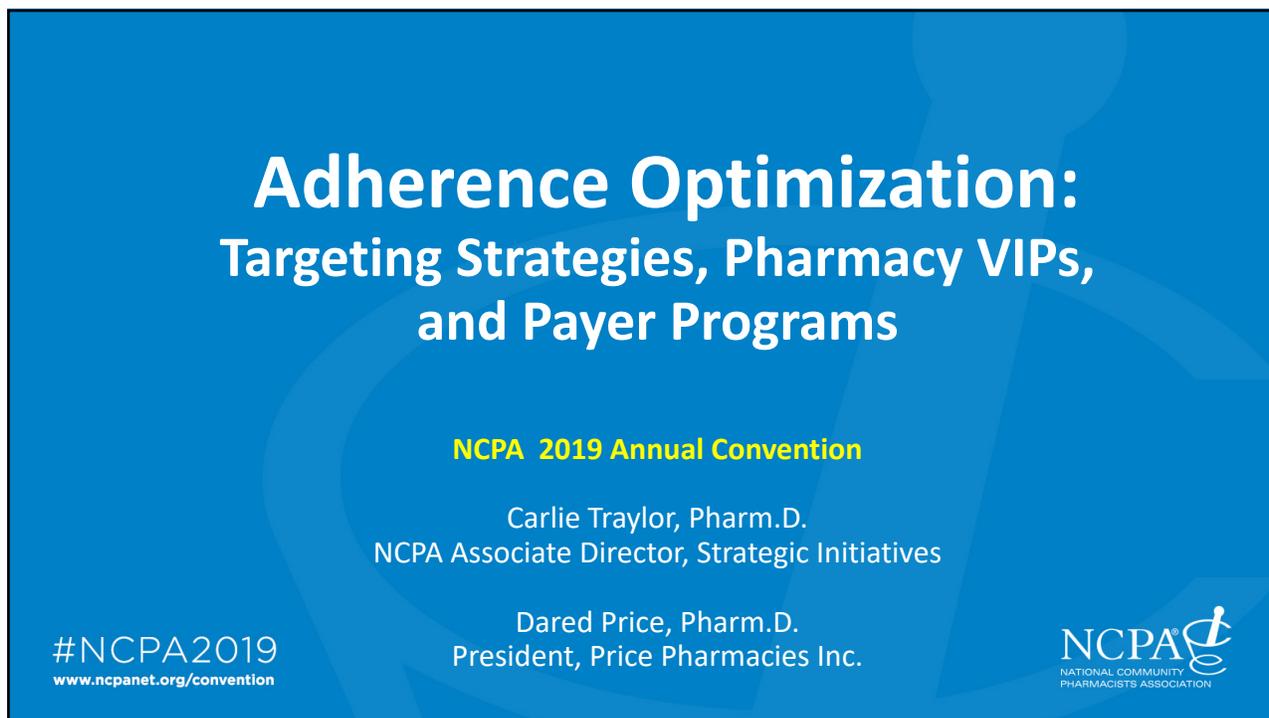




The banner features the text "San Diego" in large, multi-colored letters. A blue banner across the "San" and "Diego" reads "Changing the Pharmacy Payment Model". Below "San Diego" is "NCPA 2019 ANNUAL CONVENTION". The NCPA logo is in the top right, with "OCTOBER 26 - 29" and "ncpanet.org/convention" below it. Several circular images show people at the convention, including a woman speaking, a man presenting, and people in discussion.

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Changing the Pharmacy Payment Model  
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The slide has a blue background with white text. The title is "Adherence Optimization: Targeting Strategies, Pharmacy VIPs, and Payer Programs". Below the title is "NCPA 2019 Annual Convention". Two speakers are listed: Carlie Traylor, Pharm.D., NCPA Associate Director, Strategic Initiatives; and Dared Price, Pharm.D., President, Price Pharmacies Inc. The NCPA logo is in the bottom right. The hashtag #NCPA2019 and website www.ncpanet.org/convention are in the bottom left.

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Targeting Strategies, Pharmacy VIPs,  
and Payer Programs**  
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NCPA Associate Director, Strategic Initiatives  
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President, Price Pharmacies Inc.  
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## Disclosure

There are no relevant financial relationships with ACCME-defined commercial interests for anyone who was in control of the content of the activity.

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## Pharmacist and Pharmacy Technician Learning Objectives

- Discuss adherence incentive programs from third party payers.
- Write an adherence program patient enrollment SMART goal for your pharmacy.
- List benefits to using targeted enrollment on your pharmacy practice.

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How many times has this happened to one of your patients?



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5

What are some things that make your sweet patient little Mrs. Hannigan turn into The Hulk?

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## Things that make Mrs. Hannigan go off like a rocket

- No refills
- Out of stock
- Insurance issues
- Long wait time

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**What's the benefit to the patient when they participate in the appointment based medication synchronization?**

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## Patient Benefits

- ✓ Improved outcomes
- ✓ Stronger relationship with pharmacist and prescriber
- ✓ Fewer trips to the pharmacy
- ✓ Fewer med error
- ✓ Fewer issues at pickup

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**What's the benefit to the pharmacy when they effectively provide ABMS?**

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## Pharmacy Benefits

- ✓ **Decreased inventory**
- ✓ **Improved workflow**
- ✓ **Improved quality metrics**
- ✓ **Improved physician relationships**
- ✓ **Niche network opportunities**

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## ABMS Workflow

**14 days out: Request Refills**

**7-10 days out: Call Patient**

**5 days out: Fill Meds**

**1 day out: Remind Patient to Pickup**

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## Steps to Implementation

- **Recruitment**
- **Sync Medications**
- **First Appointment**
- **Maintenance**

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## Barriers to Success and Solutions to Overcome Them

- **Cost to the patient**
  - **Submission Clarification Codes 47 and 48**
- **Cost to the pharmacy**
  - **Pair other billable services at pickup (i.e. MTM)**
- **Leadership**
  - **Select the right person for the job**
  - **Pearl: Don't be afraid to make a change**

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## Largest Barrier to Success

- **Growth**

The benefits of ABMS are seen when the pharmacy is filling 40% of their daily prescriptions through their adherence program.

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## Steps to Implementation



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## Steps to Implementation

- **Recruitment**
- Sync Medications
- First Appointment
- Maintenance

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## Key Takeaways

- Star measures were developed by PQA to measure the quality of \_\_\_\_\_.
- A patient can miss \_\_\_ days in a 30 day supply of medications and still be considered adherent.
- When strategically enrolling patients into your pharmacy, you should start with patients who are \_\_\_\_\_.

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## Star Measures

- Developed by Pharmacy Quality Alliance to grade providers of **Medicare Part D insurance**
- Five PQA measures will be included in the 2020 Medicare Part D Star Ratings:
  - Medication Adherence for Diabetes Medications
  - Medication Adherence for Hypertension (RAS antagonists)
  - Medication Adherence for Cholesterol (Statins)
  - MTM Program Completion Rate for CMR
  - Statin Use in Persons with Diabetes

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## Scoring

- Compliance is determined as a patient taking their medications >80% of the time
  - This means they can **only miss 6 days** in a 30 day cycle
- Insurance companies are judged on the percentage of patients who are compliant to their medications in the three drug classes specified in the star ratings (drugs used to treat diabetes, RASA, and statins)

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## Performance Programs

- Most programs will determine your performance-based DIR fees on how your PSAO is performing on certain measures
  - Ex: A plan may base their DIR fees off of the PSAO's cumulative adherence rates for RASA
- **ACTIVE LEARNING:** List examples of national programs that look at the individual store performance

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## Performance Programs

- **Most programs will determine your performance-based DIR fees on how your PSAO is performing on certain measures**
  - Ex: A plan may base their DIR fees off of the PSAO's cumulative adherence rates for RASA
- **ACTIVE LEARNING: List examples of national programs that look at the individual store performance**
  - CVS Caremark
  - Humana
  - United Healthcare

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## Targeting Tips

- **Work with your pharmacy software provider to develop a report for ALL patients in performance programs**
  - Tip: Use the EQuIPP dashboard to find outliers then look for the common Group, PCN, and BIN numbers
  - Tip: Have a technician enroll patients on the list that are already adherent
- **Educate your team**

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# Targeting Tips

Performance Programs

Medicare Patients

DM, HTN, CHOL

All chronic medications

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# Targeting Tips

Performance Programs

Medicare Patients

DM, HTN, CHOL

All chronic medications

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## Set SMART Goals

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**imely

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## Set a SMART goal

- **You have a new tech starting at your pharmacy. They will be in charge of the adherence program. Talk to your neighbor and write a SMART goal they could use their first week on the job.**

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## Call and document interactions with the 10 patients who have a sync date 5 days from today by COB

- ✓ **Specific**
- ✓ **Measurable**
- ✓ **Attainable**
- ✓ **Realistic**
- ✓ **Timely**

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## Frequency of Check-ins

- **Daily**
- **Weekly**
- **Monthly**
- **Quarterly**
- **Annually**

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## Frequency of Check-ins

- Daily
- **Weekly**
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## Frequency of Check-ins

- **Daily:** First week on the job
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## Frequency of Check-ins

- **Daily:** First week on the job
- **Weekly:** Store meeting to discuss goals
- **Monthly**
- **Quarterly**
- **Annually**

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## Frequency of Check-ins

- **Daily:** First week on the job
- **Weekly:** Store meeting to discuss goals
- **Monthly:** Adh Techs meeting
- **Quarterly**
- **Annually**

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## Frequency of Check-ins

- **Daily:** First week on the job
- **Weekly:** Store meeting to discuss goals
- **Monthly:** Adh Techs meeting
- **Quarterly:** Pharmacists meeting
- **Annually**

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## Frequency of Check-ins

- **Daily:** First week on the job
- **Weekly:** Store meeting to discuss goals
- **Monthly:** Adh Techs meeting
- **Quarterly:** Pharmacists meeting
- **Annually:** Strategic planning for the company

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## Quality Control is Key

- Time stamped documentation
- Regular reporting
- Site visits
- Weekly touch points
- Monthly training

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## What now?

- Pharmacy Software
- PSAO
- Wholesaler
- Professional Organizations
  - National Community Pharmacists Association- Simplify My Meds
  - American Pharmacists Association- Align My Meds

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## Key Takeaways

Star measures were developed by PQA to measure the quality of **Medicare Part D insurance plans.**

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## Key Takeaways

A patient can miss **6** days in a 30 day supply of medications and still be considered adherent.

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## Key Takeaways

When strategically enrolling patients into your pharmacy, you should start with patients who are **enrolled in Medicare Part D plans that assess the individual pharmacy's performance on adherence measures.**

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## Questions

Carlie Traylor, PharmD  
Associate Director of Strategic Initiatives, NCPA  
[carlie.traylor@ncpanet.org](mailto:carlie.traylor@ncpanet.org)

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## KEY TAKEAWAYS

- Adherence programs are important because they allow you to grow your business without growing your \_\_\_\_\_.
- \_\_\_\_\_ is a great vehicle for change.
- Key Implementation strategies are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

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# Adherence Optimization

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## Background



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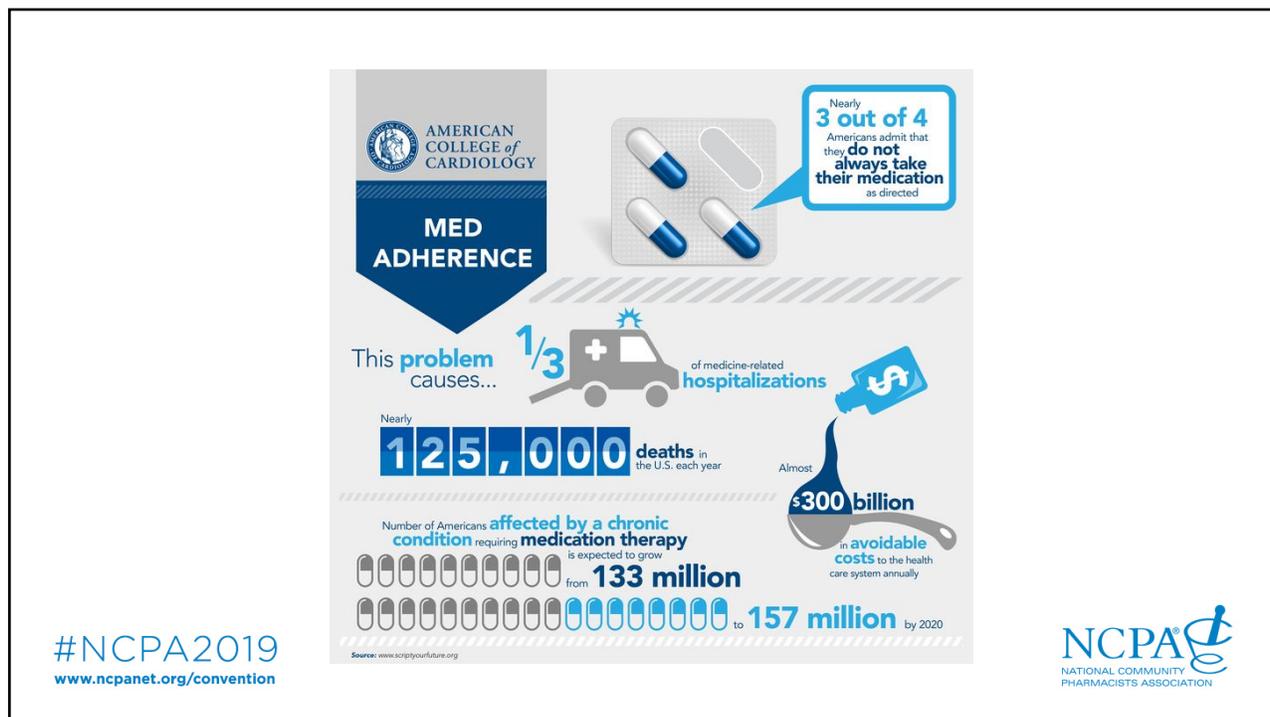
## Takeaway 1:

**Adherence programs are important because they allow you to grow your business without growing your staff.**

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## Why Adherence?

- Extra fills
  - 2/3 of Americans are non-adherent
- Time!!!!
  - Staffing
  - Better workflow
- Clear picture of patient's overall med list
  - eCare plan opportunities
  - MTM
- Bottom line
  - Opportunities for therapeutic optimization
  - Fill high margin Rx's more frequently

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## Takeaway 2:

The Four Disciplines of Execution is a great vehicle for change.

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## How to change?

- First 7 years minimal growth, minimal change in bottom line.
- Stuck in the whirlwind
- No follow through
- Started and restarted adherence program 3 times between 2010-2017

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## Four Disciplines of Execution

- Discipline 1 – Focus on the Wildly Important
- Discipline 2 – Act on Lead Measures
- Discipline 3 – Keep a Compelling Scoreboard
- Discipline 4 – Create a Cadence of Accountability

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## Discipline 1 – Focus on the Wildly Important

- "The more you do, the less you actually accomplish"
- Focus on 1 Wildly Important Goal for your pharmacy
- Get team buy-in!!

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## WIG for Graves

- Examples
- X to Y by when
- Increase from 900 Time My Meds Patients to 1150 Patients by October 1, 2019
- Increase from 8.00 margin per prescription to 10.00 by when
- Change from a normal culture to a super culture pharmacy by when

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## Discipline 2 – Act on Lead Measures

- Lag Measure
  - What you want to accomplish
- Lead Measure
  - How you accomplish the Lag Measure
  - Should be daily or weekly commitments

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## Discipline 2 – Act on Lead Measures

- Example
  - Wildly Important Goal is to lose weight
  - I want to weigh 160 lbs by December 1
  - Lead measures
    - Exercise 3 times a week
    - Eat less than 2000 calories a day
    - Drink 8 glasses of water daily
  - What would be some adherence lead measures?

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## Adherence Lead Measures

- Marketing
  - Customer base
  - Dr offices
  - Social media
- Upsell
- Vendor capabilities
- Promote packaging

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## Discipline 3 – Keep a Compelling Scoreboard

- Keep it simple!

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## Graves Scoreboard

Winfield Scoreboard		
	Margin	Time My meds
Start March 2019		
August 5 - 10		740
August 12 - 17		746
August 19 - 24		755
August 26 - 31		758
September 2 - 7		763
September 9-14		764

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## Discipline 4 – Create a Cadence of Accountability

- Weekly meetings
- Most Important part of the process

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## Takeaway 3:

Key implementation strategies are assigning a champion, clear communication, using incentivizes, and incorporating technology.

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## Implementation Strategies

1. Assigning a Champion
2. Clear Communication
3. Using Incentives
4. Incorporating Technology

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## Assign a Champion

- A great med synchronization program is the best thing you can do for your pharmacy. Don't take it lightly!
- Best tech – It's that important
- Support and Time
- Extra incentive
- Leader

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## Communication

- This is the point where most pharmacies fail
- Adherence is a team sport
- EVERYONE MUST BE ON BOARD
- Training
  - Everyone must know processes
  - Clerks, Techs, Pharmacists
- Clerks can be the greatest champions!

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## Keep Score

- People play differently when score is being kept
- Keep a scoreboard
- Make it a fun game
- Incentivize the team

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## Technology

- Technology is your Friend!
- To have a great sync program, one must use technology
- Target specific patient groups
- Standardize processes
- Helps with not overwhelming employees
- New texting programs

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## Enhanced Services with Med Sync

- Immunizations
  - Every med sync patient should be completely up-to-date on vaccines
- Discount Programs
  - Special pricing programs for those on med sync program?
- eCare Plans
  - Everyone should do eCare plans on sync patients
  - Simple, straightforward, and doesn't take much time

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## E Care Plan Example

- Mr. Jones had been put on an adherence program several months ago. We noticed when doing the 2 week out returns, he hadn't pick up his Amlodipine.
- He thought he no longer needed to take his Amlodipine because the Dr had only put 3 refills on his medication.
- We explained to him this would be a long term medication and advised him to contact his Dr and to refill his Amlodipine.

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## E Care Plan Example

- We inputted this interaction in an E Care Plan platform.
- Goal is medication adherence
- Description - Taking Medication (code: 129019007) or Medication Compliance (code: 418633004)
- Goal target date – usually a month after goal start date.. make sure patient is compliant after each month
- Goals Status - In Progress because compliance is in progress from month to month

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## E Care Plan

- Additional notes: This patient had stopped taking his blood pressure medication just because he had run out of refills. My notes will reflect why there was such a large gap between this fill and his last fill.

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## Enhanced Services with Med Sync

- OTC/Vitamin Program
  - Incentive for signing up?
  - Quarterly discount on items
  - Loyalty/Reward programs
- Compliance Packaging
  - Multi-med pack system
  - Simplifies for patient and helps your pharmacy standout!
- Disease State Management
  - Blood pressure, A1C, Cholesterol, Weight management

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## Results

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## Results

- In March of 2018, we had 500 Time My Med Patients.
- Currently at 1200 Time My Med Patients
- Increased volume by 15% in past year
- Increased margin by almost 10.00 per Rx in last 2 years
- We were able to fill more prescriptions with the same number of staff
- Team moral and culture higher than it has ever been

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**“If you ignore the urgent, it can kill you today. It’s also true, however, that if you ignore the important, it can kill you tomorrow.”**  
**Sean Covey**

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# Questions?

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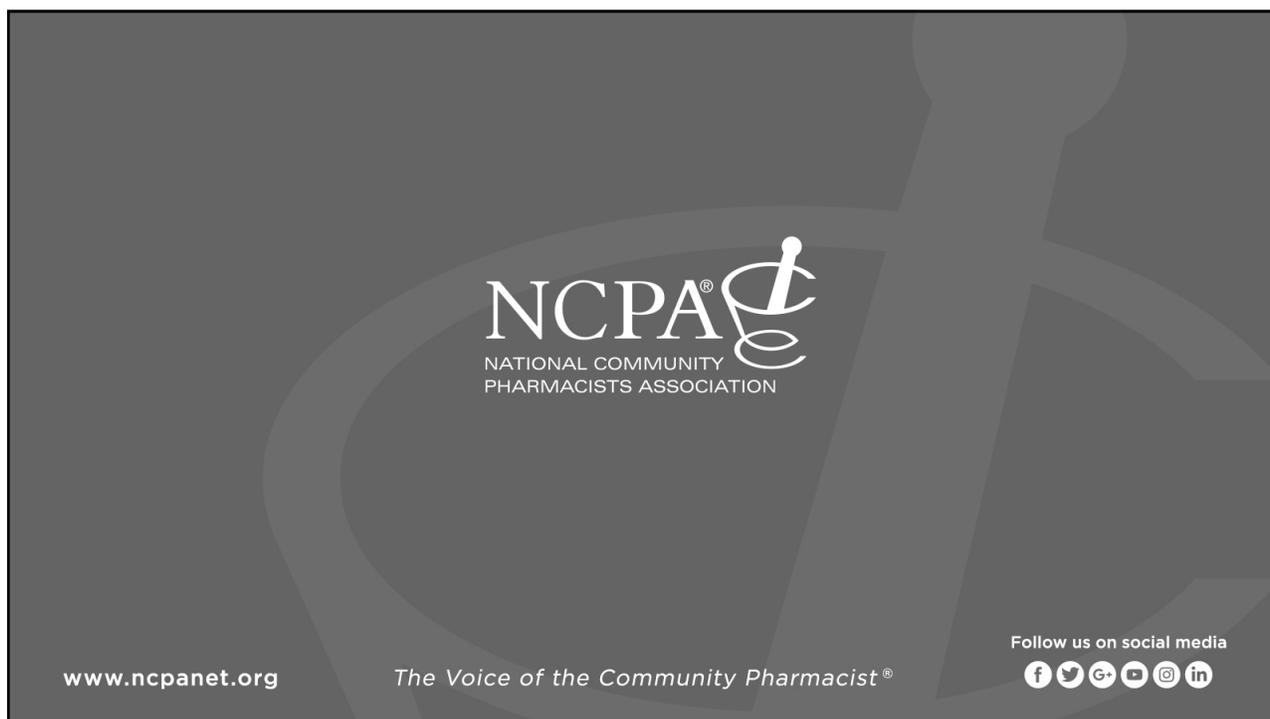
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A dark gray banner with a faint background image of a person in a white lab coat. The NCPA logo is centered, featuring the text "NCPA" in a serif font, "NATIONAL COMMUNITY PHARMACISTS ASSOCIATION" in a smaller sans-serif font below it, and a stylized caduceus symbol to the right. The website "www.ncpanet.org" is in the bottom left, the tagline "The Voice of the Community Pharmacist" is in the bottom center, and social media icons for Facebook, Twitter, Google+, YouTube, Instagram, and LinkedIn are in the bottom right, preceded by the text "Follow us on social media".

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