

Simplify My Meds® Prescriber Detailing Tips

Getting In the Door

- **Start with the prescribers you *and your patients* know.** Leave the cold calls for later and talk first with prescribers with which you share mutual patients.
- **Befriend the gatekeeper.** Building positive rapport with the clinical coordinator and nursing staff is valuable. Consider bringing in lunch or snacks for the office staff to show your appreciation for their time.
- **Send prescribers material to review on their own schedule.** If an in-person meeting is not conducive, send material via e-mail and mail for the clinical team to review.
 - Follow up and provide responses to questions and inquiries.
 - Keep material simple and compatible on all devices (if electronic).
 - Consider the SMM Prescriber's Brochure available at: <http://www.ncpafulfillment.com>.
- **Socialize and build relationships.** Look for shared interests (golf, tennis, sports, cookouts, etc.) and invite the prescriber to a social activity. This will give you the opportunity to get to know one another and understand each practice's needs.

Making the Pitch

- **Know *and state* your purpose of the visit.** There are many reasons why you would visit local prescribers in your area—increase SMM program referrals, expedite the short fill and refill request process, look for collaborative practice opportunities, etc. Be clear with your message and focus on takeaways.
- **Educate on pharmacy services.** Mention delivery, packaging, MTMs, or other any services that may help the patient take their medications appropriately.
- **Describe the SMM process clearly, using mutual patients to make your case.** Use the SMM Prescriber Detailing Presentation as a template. If you have access to a clinical dashboard, pull up mutual patients and demonstrate adherence levels.
- **Highlight prescriber benefits.** Focus on the improved workflow with more streamlined communications from the pharmacy. Strategize ways to make the process more efficient:
 - Refill requests, PAs, and other communications will be sent at the same time for the patient. The office will spend less time pulling and updating the patient record.
 - Communications will be sent 5-7 days before appointment date, so the clinic office has ample time to respond. Tip: Consider adding an asterisk (*) after SMM patients' names in your pharmacy management system to notify the prescribers these are SMM patients.
 - Pharmacy will call patient once a month to check on therapy. Pharmacy will send a reconciled medication list to prescriber, if changes are noted.
- **Identify ways to partner together.** Improving quality and patient outcomes is just as important for prescribers as pharmacists. Ask if there are any other ways your pharmacy could help care for their chronically ill patients.

If you have any questions, please contact adherence@ncpanet.org.