

Conversation starter



Approach the patient

Use these key tips as you begin the patient conversation:

- Resist the urge to tell the patient what they need to do; people are more likely to be persuaded by what they hear themselves say
- Counsel effectively by **creating an information exchange** vs. an information dump
- **Pause** to allow the patient to share information
- **Ask permission** to provide advice: *Would it be ok if we discussed ...*

RECRUITING PATIENTS FOR MED SYNC

When approaching patients about med sync:

Avoid phrases like enroll and program: *Our pharmacy is introducing a new service to make life simpler for you.*

Use open-ended questions: *How would you like to pick up (or have delivered) all of your medications for the month on the same date?*

Show empathy; roll with resistance: *I understand change can make us all feel uncomfortable, but I assure you my other patients find it much simpler and are very happy.*

Share best practices: *Many of my patients have signed up for the med sync service and they love that they can pick up all their medication refills on the same date and discuss all their prescriptions with their pharmacist at once.*



Approach the prescriber

Use these key tips as you begin the prescriber conversation:

- Approach the prescriber in the spirit of collaboration and partnership
- Share details and benefits of service that pertain to the prescribers and patients
- Pause to hear ideas the prescriber has for increasing partnership

PARTNERING WITH PRESCRIBERS FOR MED SYNC

When approaching prescribers about med sync:

Share operational benefits with the physician's office staff:

How many calls do you receive a day for refill requests? Many of your patients who are on multiple chronic medications get those medications refilled at different points throughout the month at my pharmacy. The goal of our new service is to align, or "synchronize," those prescriptions so they are all filled at the same time each month, allowing us to collapse multiple refill request calls into your office down to just one.

Share operational and clinical performance benefits with the physician:

As I shared with your receptionist already, this service also streamlines our process with your staff because we only contact your office once in a month.

Share benefits from the patient's perspective:

Our med sync service helps to drive better outcomes by improving adherence. It enables us to have coaching conversations with patients when we see that they aren't refilling a maintenance medication that should be due. By working together, we can have a great, positive impact.

Share the request of partnership with the office:

With med sync our pharmacy does the work to align the patients' prescriptions by giving them shortened amounts of some of their medications until everything is aligned. We could use your help by your encouraging your patients to use this service and, again, by responding within 24–48 hours on our refill requests and medication changes. I am confident that by working together, our patients will see that we are a unified part of their healthcare team.

Have questions?

Contact healthmartoperations@mckesson.com.



MCKESSON

Health Mart is proud to be a member of the McKesson family, sharing in the collective industry knowledge and experience residing within all of the McKesson corporate affiliates. Since 1833, McKesson has been committed to the success of independent pharmacies through the delivery of innovative programs and reliable distribution services. Learn more at mckesson.com.

©2020 Health Mart. All rights reserved. HM-628439-02-20