

# 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.*