

Med Sync: Getting More Patients Enrolled



Once you have implemented med sync, the next step is typically to grow the number of patients enrolled. Below are some considerations and suggestions.

Consider Technology

To create more efficiency and capacity, consider technology. Using med sync technology can help make it easier to enroll additional patients. Some vendors also integrate with MTM vendors to make it easier to identify patients eligible for other services at the same time as sync.

Market to Patients and Prescribers

In the pharmacy

Ensure that patients coming into your pharmacy know that you offer sync. Consider an a-frame message, poster or counter card to raise awareness in the pharmacy. Once you have a medication synchronization program in place, word of mouth is one way to help you spread the news. Encourage patients who have already enrolled in the program to recommend it to a friend or family member. Med sync also offers a lot of convenience for caregivers; consider marketing to caregivers as well as patients.

Identify potential med sync candidates using your sync technology or pharmacy-management system and then leverage a bag stuffer to help prompt the conversation at pickup. If your pharmacy offers delivery, consider offering and/or requiring sync for all your delivery patients on chronic medications. A bag stuffer or other information could be used by your delivery drivers to help recruit additional patients.

Outside the pharmacy

If you service any senior centers or homes, consider offering medication synchronization if you don't already have those medications aligned to a single date each month. If the pharmacist speaks to any community groups regarding pharmacy services, remember to mention the value sync provides. Consider marketing outside your pharmacy with newspaper or other ads.

To prescribers

Notify prescribers that your pharmacy offers medication synchronization services and the benefits to their practice, including streamlined refills as well as prior authorization requests and no weekend phone calls! Consider meeting in person with key prescribers for your pharmacy to let them know more about sync and how it can help coordinate care for their patients and increase adherence. When a new patient is enrolled in your sync program, consider notifying the physician and providing a complete med list along with any prescription-specific requests.

Two recent NCPA studies showed that use of automation yielded a 35% higher enrollment rate than manual medication synchronization programs*

↑ 35%

*Alexander A. "Study: Med sync programs a 'win-win-win.'" *Drug Store News*. July 1, 2015. Accessed July 28, 2015.

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