PHARMA PROGRAMS

PHARMAPROGRAMS
PROFESSIONAL
SERVICES
CHECKLIST

The term 'Programs' is used to reference professional
pharmacy services

BETTER ENGAGEMENT WITH PATIENTS
MAXIMISING REMUNERATION FOR PHARMACY

PharmaPrograms has developed a range of remunerated professional pharmacy services. Our national network is connecting 4,300 + pharmacies to patients, improving their medication compliance and health outcomes.

Discover how your business can grow more with PharmaPrograms.

This checklist is designed to help your pharmacy grow by giving you the steps you need to successfully implement professional programs into your business.

With 21 tips addressing staff, systems and a best practice approach, you can gain valuable insights as developed by Kos Sclavos, Immediate Past National President of the Pharmacy Guild of Australia and Industry leading strategist.

STAFF TEAM MEMBERS

1

Establish a Program Champion for each Professional Program

Choose one key passionate staff member to be accountable for the Program.
This includes implementation, management and ongoing review and reporting.

2

Arrange staff meeting to set up program, delegate tasks and detail staff training requirements

Mandatory for all dispensary staff. Use resources of program. Set up at least two weeks before the program begins so staff can undertake any delegated tasks, including training.

3

Staff Position Descriptions to include Programs

Add to all staff position descriptions & especially interns including any reporting requirements. Review and update regularly.

4

Measure Program / staff performance weekly

Weekly KPI reports for each relevant staff member on every Program (weekly preferred / monthly as minimum).

5

Staff Performance Reviews to include Program performance

If program isn't measured and reviewed, its performance will suffer.

6

Acknowledge and reward staff

Staff need to be recognised for good performance, whether individual or team.
Reward doesn't need to be monetary (e.g. consider staff account credits).

7

Staff feedback

At the end of each Program, survey relevant staff on Program (best feedback is from staff).

SYSTEMS

8

Set targets and goals for the Program, measure and review performance
It's important to set targets and goals for a Program, but it's just as important to review and adjust if needed. Give feedback to staff.

9

Integrate in dispense workflow
If not integrated with pharmacist workflow, the Program will fail.

10

Written systems and procedures
To ensure consistent service by all team members including full-time, part-time and casuals.

11

IT enablement of Program
Use SmartForms and Word templates to reduce administration time. In addition, use Outlook Calendar alerts for Program reminders and appointments.

12

Dispense software
Ideally the Program is integrated with Dispense Software. Pop-up reminders can be manually added. Match professional services to dispense data.

13

Marketing plan
Segment customers (Dispensary, Account Customer etc.) and then target (e.g. The average pharmacy sees over 300 customers a day). Are you undertaking local area marketing? Is your banner/ brand promoting the Program? Implement a call to action for effectiveness.

14

Measure outcome (ROI & other report metrics & review Program)
With consistent Program measurement and review, there will be productivity gains and improved outcomes. (Include number of actual services; benchmark against past performance, measure actual costs and profit generated)

BEST PRACTICE

15

Consider how to link referrals to other Professional Programs
Highest strike rate for additional services is via those patients that have participated in your pharmacy's other Programs.

16

Know the whole value of Program
A. Direct revenue
6CPA funds; third party payers e.g. manufacturer; direct consumer payment.
B. Increase in prescription compliance
Calculate revenue increase from greater compliance.
C. Increased patient 'stickiness'
Very few patients only use one pharmacy. 'Stickiness' is key.
D. Referral to other professional programs
Many referral opportunities – e.g. utilise MedsChecks/ Diabetes MedsCheck.
E. Improvement in OTC sales
Often overlooked (Increasing importance with PBS de-listings. Devices and medicines sales considered).

17

Alliance with health & patient support groups (Industry Support)
Are your contacts on your database? Are executives known by name and do you communicate regularly?

18

Alliance with local GPs
Promote the Program to local practices. The Practice Manager is also key.

19

Set an annual calendar for infrequent / seasonal Professional Services
Some Programs work best if linked with sharp focused marketing campaigns and timelines.

20

Review / copy 'best practice' Program execution
Don't be shy to ask reps and colleagues for best practice examples.

21

Promote your Program success
Enter competitions for pharmacy and staff (e.g. Pharmacy of the Year).

For more information visit
www.pharmaprograms.com.au