

PHARMACY INCENTIVE PROGRAM

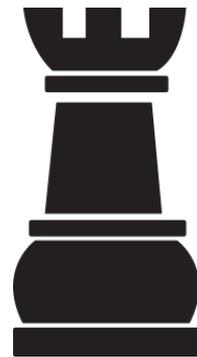
OFFENSE WINS GAMES

In our last message, we began to look at the adage “Offense wins games, but defense wins championships.” From there we talked a little defense.

In this message, we will look at the other part of that statement: offense wins games.

In the same way that defense is reactive, I want to encourage looking at offense as being proactive.

Depending on your pharmacy set up, you may have a number of different proactive tools that you use to provide care and service to the patients you serve. Automated refills and refill synchronization are likely two of the best known proactive services in the industry. In many cases these proactive services are tied heavily to technology.



Proactive solutions don't have to be high tech.

In fact, they can be low tech.

Baskets, calendars, notebooks, stickers, clothespins – these are all things that you likely have at your fingertips that put you at the top of your game.

When I was a kid, my dad taught me how to play the game of chess, how to move the different pieces and basic strategy. While I will never achieve chess grandmaster level, my dad's advice that “the best offense is a good defense” rings true and he reiterated this after every one of his moves.

Scene: Chess Match.

I move.

My dad moves and says, “the best offense is a good defense.”

I move.

My dad moves and says, “the best offense is a good defense.”

And so on and so on.

Much later in life I have learned that when you move a piece on the chessboard it has a specific name. It is called the “attack”.

When you move your chess piece, it is to be proactive. It is taking the offensive. It is to attack. That is because the best offense is a good defense.

So here is the application of all of this. When you are more proactive in providing care to your patients and customers, when you are being proactive to ensure that they are being adherent, that’s when you will find you will have fewer outliers. You will find that you have less defense to play. You will find that you have less to react to. You may also find that you have a bigger bonus check for the P4P program.

-Jesse McCullough, PharmD
Director, Quality Programs at PQS

We want to help you – so please submit questions to us using the button below.

[SUBMIT YOUR QUESTIONS](#)

