

PHARMACY INCENTIVE PROGRAM

The Popular Question

Everyone has questions. From our earliest days, we are asking questions.

“Are we there yet?”

“Is it time?”

And every parent’s favorite: “Why?”



When it comes to the UHC P4P program, there are lots of questions, and the three most common start with **Why?, What?, and How?**

The **Why** around the UHC P4P program is straight forward. Community pharmacies play a key and pivotal role in the improvement of patient care. UHC recognizes this and has implemented this program to engage this key group.

The **What** of the UHC P4P Program is also straight forward. An incentive only program was designed and implemented to offer community pharmacies an incentive for improving medication adherence for 3 categories of drugs: RASA, oral diabetes, and cholesterol. The goals for the program can vary, but the opportunity is clear.

As you improve the adherence of your patients to meet or exceed the goal thresholds, you receive a bonus for EACH ADHERENT PATIENT! The impact of that bonus is amplified by the number of patients you serve.

In my visits to pharmacies in 4 states over the last few weeks, the most common question I have been getting is this:

How do I improve? And I love it when this question is asked. I love it, because people are looking for ways to improve. It is also a challenging question without knowing what strategies have been used in the pharmacy so far.

So, let’s take a step back and be clear on one very important point: the only way that a patient’s adherence score can improve is with another prescription fill. This is a key understanding for any performance program

using adherence measures.

You can call the patient once, twice, or ten times. ***That will not improve their adherence score.***

You can document the conversation in EQuIPP™, on paper, or anywhere else for that matter. ***That will not improve their adherence score either.***

I think that we would agree that both activities will contribute to the patient getting the prescription filled again. Just recognize that they are indirectly related to the adherence score.

So, what are the tools that you use to get the prescriptions refilled?

Most stores have an auto refill or medication synchronization service that they offer. Both are excellent at driving that on-time refill. But what about those patients that resist or refuse those services for whatever reason?

Too many pharmacies just say, “Oh, well...” and let it go to chance. Having a strategy for this group is a must! It doesn’t have to be high tech, it can be low tech.

Perhaps a simple, personal call to the patient, at just the right time to let the patient know you were thinking about them. And oh, by the way, can we go ahead and get this medication ready for you?

Yes, this may sound simple or even too simple. **But the fact is this: people like simple things. Simple things are repeated.**

Things that are repeated can produce radical change!

My encouragement to you this day is to be sure that you have a mechanism to connect with patients that is matched up with their refill date. That can be an auto refill program. That can be medication synchronization. That can even be a well-timed phone call.

Until next time –

Jesse McCullough, PharmD
Director, Quality Programs at PQS

P.S. A special thank you to everyone that has submitted a question. Keep them coming! And thank you to everyone that has submitted suggestions for webinars are well. We are working on those topics for future messages and scheduling webinars.

P.S.S. Keep those questions and suggestions coming. Click the button below and let us know what is on your mind.

[SUBMIT YOUR QUESTIONS/SUGGESTIONS](#)



