

PHARMACY INCENTIVE PROGRAM

What Not to Wish For

As American Pharmacists Month rolls on, let's take a moment or two to think about all of the things that make community pharmacists and community pharmacies great.

While I will acknowledge up front that there is no way that an exhaustive list can be presented in this forum, we will identify some of the highlights and trust that you fill in the blanks with not only what makes community pharmacists and pharmacies great, but also with what makes you and your store unique.



When a patient is looking for a pharmacy, what makes them select yours? In many cases there are many choices available to the patient. We can see that location and convenience may be what brings the patient in. The first time.

But what keeps them coming back?

That is you and your staff. You are accessible. You are caring. You delight in not just meeting the needs of your patients; you excel in exceeding the needs of your patients!

You are involved in your communities. You provide hope when someone has just received some bad news. You offer clarity during uncertainty. You are easy to reach. You are ready to help. Pharmacists and pharmacies are great assets to their community.

We are now witnessing a shift in the marketplace. Over the last several years, we have seen a growing impact from performance-based contracts. And there isn't any hint that they will be going away anytime soon. They are challenging, yes, but you impact them. There is no doubt, you impact them. They call upon you and your greatness.

There is a dangerous wish. While these contracts will challenge your greatness, be encouraged to not slip into wishing this dangerous wish. **And that wish is this: wishing**

it was easier.

Wishing it was easier to impact performance scores and performance-based contracts, while quite possibly very attractive, will only undermine your greatness. You see, if we were to wish that impacting these contracts was easier, that would say that others can do it as well as or better than we can. Deep down in your heart of hearts, you know this to be true. Nobody knows these drugs better than you. Nobody.

So, what do we do when this wish creeps up on us? We don't wish that this was easier. We work to be stronger. We strive to be greater. We know we can do it as well. The precedent was set when you earned your pharmacy degree.

Now, where should you show off your greatness? I will suggest to you that there is no better place to show off than with the UHC P4P program. Simply login to EQuIPP™ and check your OUTLIERS on the MY PROGRAMS page to see which of your patients need help. Then step into your greatness.

Until next time –

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