

PHARMACY INCENTIVE PROGRAM

WINNERS CORRECT

Everyone loves to win.

It is something that deep down in our core, we love to do. It is said that people who have been born blind know how to celebrate a win. They intrinsically know how to raise their hands in victory, just like Rocky Balboa when he runs to the top of the steps at the Philadelphia Museum of Art.

Maybe now, you are getting that urge to raise your hands in victory like Rocky. Go ahead. Doesn't it make you feel good?

So, we recognize that we love to win. We recognize that we know how to celebrate the win. We will even acknowledge that it feels good to win.

Unfortunately, we don't all win. But we can.

We need to look at what makes people win. We can come up with many possible reasons as to what makes people win. The most obvious is that they score more points than their competition. And that would be true. As you look deeper, you will find that why they score more points is because they do certain things better than their competition. We call these certain things the basics. We call these certain things the fundamentals. It is the fundamentals that often separate those who win from those who do not.



Now let's get to the real question: How do we get to be really good at the fundamentals?

We get to be really good at the fundamentals through reflection and correction. It is through a process of looking at what we intended to do compared to what actually occurred. If those items are the same, great! If they are not, don't just try again. Examine what was done right, examine what can be corrected, then make the adjustment and try again. If you are doing something incorrectly, what sense does it make to keep doing it incorrectly? You will continue to get the same results.

You must invest the time to make the corrections and keep improving.

One of the most fascinating areas to watch this occur in is when a baby progresses to a toddler. She is trying somewhat desperately to learn how to walk. She takes a step and falls... makes an adjustment, tries something else and falls again... tries again, takes a step but then falls on the next. But eventually, she learns how.

The number of tries does not matter. The important thing is to continue to correct and try again and again and again – until the desired result is achieved. We don't place a limit on how many tries we allow a child to have to learn to walk. It is for sure that a child doesn't have a limit. A child is determined to walk.

We should learn from this example. We should not have a limit on how many times we work with patients. We should not have a limit on how many times we adjust our approach to be able to connect with the patient to improve their adherence. We should simply be determined to win. We should be determined to raise our arms overhead, just like Rocky, in the victory formation.

Our patients may not know how many times we need to make corrections to win, but rest assured of this, your patients are expecting you to win. They are expecting you to help them win. Because everyone loves to win.

Until next time –

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Director, Quality Programs at PQS

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