

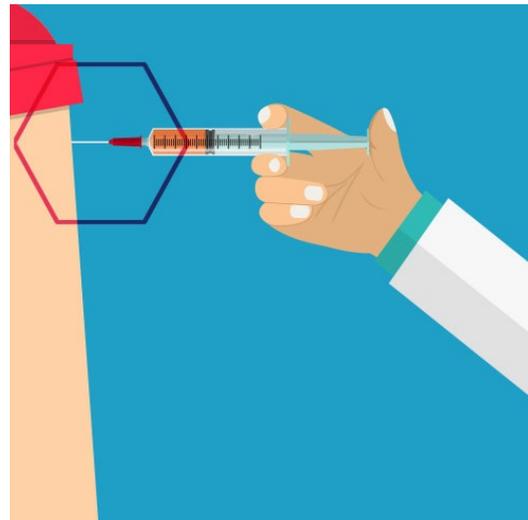
PHARMACY INCENTIVE PROGRAM

The Daily Discipline

A few years ago, I heard of a pharmacist in New Jersey that was doing wonderful things with his immunization program. When I had the privilege to meet him, I asked him, "What is your secret?"

His answer was simply that he set out every day to protect at least one patient by vaccinating them. It worked. He was having tremendous success.

While the subject is somewhat different from the UHC P4P program (which looks to improve adherence for different classes of medication), the lesson that can be learned from this pharmacist is still valid.



By helping just one patient each day take a step towards becoming more adherent, you can improve your results.

Now you are probably thinking - and some of you are probably saying- that you help people every day... and you do. You help many people every day. You help many people more than you probably even realize every day.

Now let's get specific - who did you help with their adherence today? Who did you help yesterday? I trust that patient's name and face are coming to mind. Be intentional to find at least one patient every day to help with their adherence.

Now if you can't remember who you helped yesterday, perhaps some tracking mechanism would help. It doesn't so much matter how you do it, it just matters that you have a way to track and ensure that every day you are helping someone with adherence. When you do this, you can drive tremendous results.

Unlike vaccinations, adherence is rarely a one-time opportunity with a patient. They will often require more than one encounter. Adherence isn't improved in a day, adherence is improved daily.

Until next time –

Jesse McCullough, PharmD
Director, Quality Programs at PQS

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