



Getting Social: Connecting with Your Med-D Patients Online and In-Store

November 2018

Presenters



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Connecting with Patients

Your Patients Believe in You

And they want to hear from you!



Highlight Your Med D Expertise and Value



Utilize available resources:

- ✓ Your Computer System
- ✓ Patient Engagement Center
- ✓ Medicare.gov

Plan Comparison Tools:

- ✓ PrescribeMedicare
- ✓ Medicare.gov (free tool)



Consider a dedicated iPad or computer station for patient plan selection during Part-D Open Enrollment

Pharmacist Checklist



Pharmacist Checklist: 2019 Medicare Part D

Follow this checklist to get your staff and your patients ready for 2019 Medicare Part D Open Enrollment. Remind patients that you are a valuable and trusted resource and that they should not be deterred by any confusing letters saying they may need to change pharmacies.

October 1st – 14th:

- **Gather free resources (for use in-store and online):**
 - Download complimentary social media graphic and bag stuffer print file from WeAreGNP.com/PartD
 - Visit CMS' [Medicare Open Enrollment Period Outreach & Media Materials](#) page to download posters, and social media graphics
 - Check out [NCPA's Medicare Resources](#) (under "Advocacy," member login required)
- **Print in-store materials:** Flyers, posters and bag stuffers
- **Review available patient resources:**
 - Medicare.gov
 - Social Security Administration "Medicare Benefits" page (<https://www.ssa.gov/benefits/medicare/>)
 - Good Neighbor Pharmacy's Med-D website for patients (www.mnpharm.com/medicare-part-d)
- **Review Available Plan Comparison Tools:**

Open Enrollment provides a unique opportunity to talk with patients about their 2019 Medicare plan selection, and a plan comparison tool is a great way to review options with your patients.

 - **PrescribeMedicare:** Powered by PrescribeWellness, this helps your patients select the ideal Medicare plan based on their current prescriptions. It is seamlessly integrated with the Patient Engagement Center, which is included as part of Elevate Provider Network membership
 - **Medicare.gov Plan Finder:** A federal government website managed and paid for by the U.S. Centers for Medicare & Medicaid Services. Patients can review plan options and enroll at no cost at: www.medicare.gov/find-a-plan
- **Identify Your Medicare Patients**
 - Use filtering capabilities on your pharmacy system, PrescribeWellness Patient Engagement Center, or other resource, to identify patients age 65+
 - Print the list so your staff can begin reaching out to schedule plan reviews with high-value patients or copay sensitive patients that may be impacted by plan changes
 - Make note of any "new-to-Medicare" patients, ensure they know the dates for Open Enrollment (Oct. 15–Dec. 7) and share available patient resources
- **If you have an IVR system:**
 - Record Med D outbound voice messages
 - Schedule calls to begin October 15th

October 15th – December 7th: 2019 Open Enrollment Period

Assure your patients they can stick with you for 2019—and thank patients for their continued loyalty!

- **Begin patient outreach in-store and online:**
 - Hang posters in your store and distribute bag stuffers
 - Post on your social media accounts about Medicare Part D Open Enrollment
- **Med D outbound voice messages begin going out to patients**
- **Conduct scheduled plan reviews with your high-value and/or co-pay sensitive patients**
- **Make sure all your patients know that:**
 - You are a valuable resource for Open Enrollment, you can provide additional information if needed
 - They should talk to you, their trusted pharmacist, as they make choices about plans



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 - Social media graphics for use online
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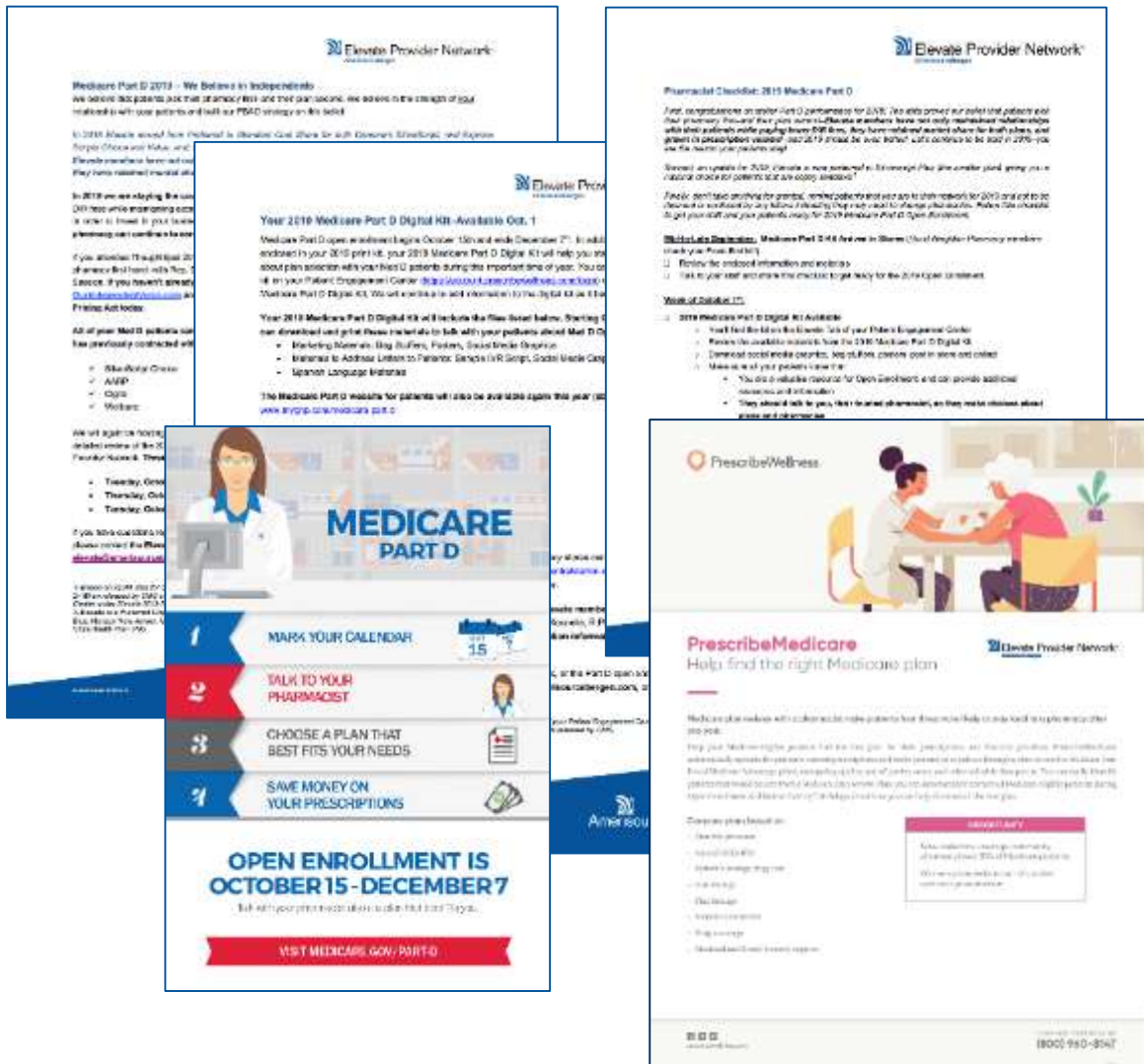
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2019 Elevate Med-D Print Kit

Flat envelope, delivered in stores mid-to-late September



- Elevate Letters:
 - Medicare Part D Overview
 - Marketing Kit Overview
- **NEW!** Medicare Part D Pharmacist Checklist
- PrescribeMedicare Overview Flyer
- Marketing Material Samples:
 - Poster
 - Bag Stuffers

Med-D Marketing Materials



- Social Media Graphics (for patients)
- Print Materials: Bag Stuffer, Poster Window Cling
- PBM Letter Flyer, Social Media Graphic, and sample IVR script
- **NEW!** Spanish Language Materials
- **NEW!** Patient Letter Campaign
- Outbound Calling Campaign
- Brand Central Station—GNP Branded Materials*

Materials for all Elevate Members online.

*Access to Brand Central Station for GNP Premier members only



2019 Med-D Digital Kit

Exclusively for Elevate Members

A screenshot of the Elevate Provider Network website. The page is titled 'Elevate 2019 Medicare Part D Digital Kit'. On the left, a sidebar menu lists various resources, with 'Elevate 2019 Medicare Part D Digital Kit' highlighted in orange and a red arrow pointing to it. The main content area is divided into sections: 'Information for Pharmacists', 'Marketing Materials - Print Files', and 'Marketing Materials - Social Media Graphics'. Each section contains a list of downloadable resources.

Help Desk: 1-888-880-1388 - Elevate@AmersourceBergen.com

jsabio as 100012ADMIN - Print

General Announcements

Elevate Advanced Features

MAC Action Center

Elevate 2019 Medicare Part D Digital Kit

Additional ABC Online Resources

Additional External Online Resources

Digital Marketing Materials

Information for Pharmacists

PBM Letter Materials

Print-Ready Materials (with crop marks)

Print-Ready Materials (without crop marks)

Spanish Language Materials

Audit Support

PBM Pharmacy Manuals

PBM Notifications

Elevate 2019 Medicare Part D Digital Kit

We believe that patients pick their pharmacy first and their plan second. You are the reason your patients stay. Utilize these support your conversations about plan selection with your Med D patients during this important time of year. We've expanded Spanish language materials for 2019 open enrollment; more information below.

Information for Pharmacists

Information to assist you during the 2019 Medicare Part D Open Enrollment season.

- Elevate Letter - 2019 Medicare Part D Overview
- Good Neighbor Pharmacy Premier Brochure
- PrescribeMedicare Overview
- Outbound Calling Campaign Instructions (for Elevate Advanced Features Members)
- Med D Checklist for Pharmacists

Marketing Materials - Print Files

- Window Cling
- Poster
- Bag Stuffer

Marketing Materials - Social Media Graphics

- Graphic 1 - Medicare Supplemental Insurance
- Graphic 2 - How to choose a Med D Plan
- Graphic 3 - Med D Open Enrollment
- Graphic 4 - Ask your pharmacist

Medicare Part D Website for Patients

www.mygnp.com/medicare-part-d



The screenshot shows the homepage of the Good Neighbor Pharmacy Medicare Part D website. At the top, there is a blue navigation bar with a search bar on the left, a 'FIND YOUR STORE' button in the center, and another search bar on the right. Below the navigation bar is the Good Neighbor Pharmacy logo and the tagline 'Locally owned. Locally loved.' A horizontal menu with links to 'ABOUT', 'HEALTHY LIVING TOOLS', 'HEALTH NEWS', 'SPECIALS', 'OPIOID AWARENESS', and 'RECIPES' is positioned below the menu. The main content area features a large banner for 'MEDICARE OPEN ENROLLMENT IS OCTOBER 15 – DECEMBER 7' with an illustration of a pharmacist. Below the banner, there is a link to 'Read in English or Spanish' and a section titled 'Medicare Open Enrollment: What You Need to Know'. This section includes a paragraph about the importance of reviewing Medicare coverage and a 'LATEST' section with a 'Monthly Specials' link and an illustration of an apple.

Search MyGHP.com

FIND YOUR STORE

Search City or Zip code...

GOOD NEIGHBOR PHARMACY

Locally owned. Locally loved.

[ABOUT](#) [HEALTHY LIVING TOOLS](#) [HEALTH NEWS](#) [SPECIALS](#) [OPIOID AWARENESS](#) [RECIPES](#)

**MEDICARE OPEN ENROLLMENT IS
OCTOBER 15 – DECEMBER 7**

[Read in English or Spanish](#)

Medicare Open Enrollment: What You Need to Know

If you're 65 or older, make sure Medicare Open Enrollment is on your calendar. It is an important time of year to review your current medical coverage and healthcare needs — and select the most appropriate Medicare plan for the new year. Even if you're already enrolled in Medicare, it's still a good idea to review your plan, since coverage — and your health needs — may change from year to year. If you will become eligible for Medicare coverage for the first time in 2019, now is a good time to start learning about the different types of Medicare (e.g., Medicare Part A, Part B, Part C and Part D), and what this means for you.

LATEST

28

[Monthly Specials](#)

Looking to connect with patients online, but don't know what to post?



GOOD NEIGHBOR PHARMACY Content Ideas to Keep Your Social Pages Fresh

Are you looking to connect with community members online, but don't know what to post?

Keep your social media content fresh with some of the ideas below:

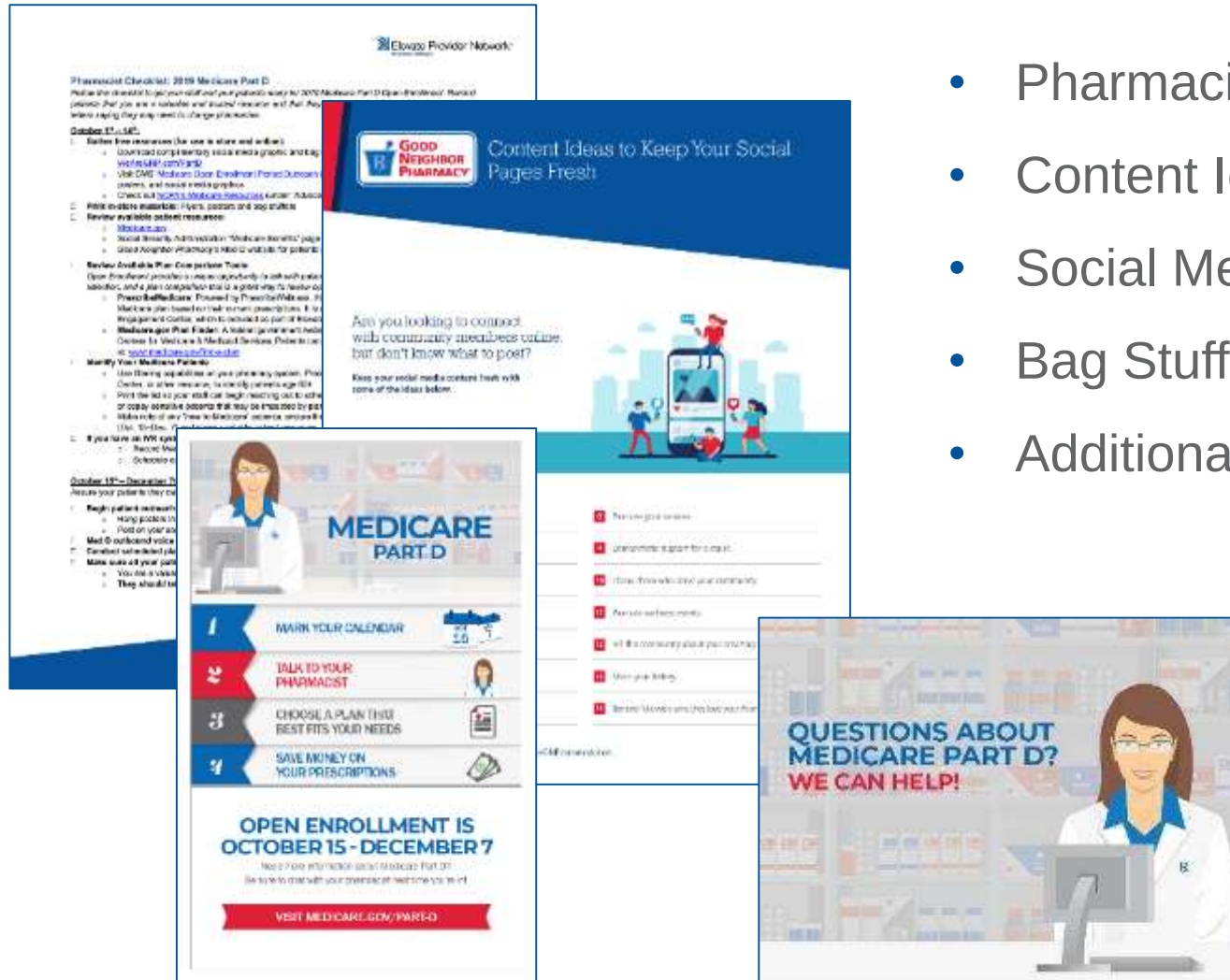
1. Share participation at local events.
2. Rally support for the local Little League team.
3. Promote locally sourced and unique products.
4. Share what you know best, health care.
5. Show the many ways you give back.
6. Shine the spotlight on your patients.
7. Share what's new in the neighborhood.
8. Promote your services.
9. Demonstrate support for a cause.
10. Thank those who serve your community.
11. Promote wellness events.
12. Tell the community about your amazing staff.
13. Share your history.
14. Remind followers why they love your @communitypharmacy.

For more marketing and social media tips visit WeAreGNP.com/evolution.

Content Ideas

- Promote your services
- Spotlight patients, staff members
- Participation in local events
- Healthcare information (sunscreen, flu shots, heart health, etc.)
- Resources and information for Med D Open Enrollment
- Talk to your trusted pharmacist, as make choices about plans
- Celebrate birthdays (Pharmacists, and staff)

Download these resources to help you get started!



- Pharmacist Checklist
- Content Ideas for Social
- Social Media Graphic
- Bag Stuffer File
- Additional resources

We Believe in Independents

We Believe—Because Patients Believe



Good Neighbor Pharmacy has been ranked “**Highest in Customer Satisfaction with Chain Drug Store Pharmacies**” in the J.D. Power 2018 U.S. Pharmacy Study. This is *Good Neighbor Pharmacy’s* seventh recognition in nine years: 2010, 2011, 2013, 2014, 2015, 2017, and 2018.

We Perform as a Network



- Elevate is a 5-Star Network

	Measure	# of Patients	Performance Score	Goal
★5	Cholesterol PDC	420,225	86.9%	85%
★5	Diabetes PDC	152,406	86.8%	86%
★5	RASA Diabetes	419,513	88.2%	85%

EQUIPP performance data, period ending June 2018

- 1000 of our pharmacies are 5 Stars*
- 75% of our pharmacies achieve 3+ Stars

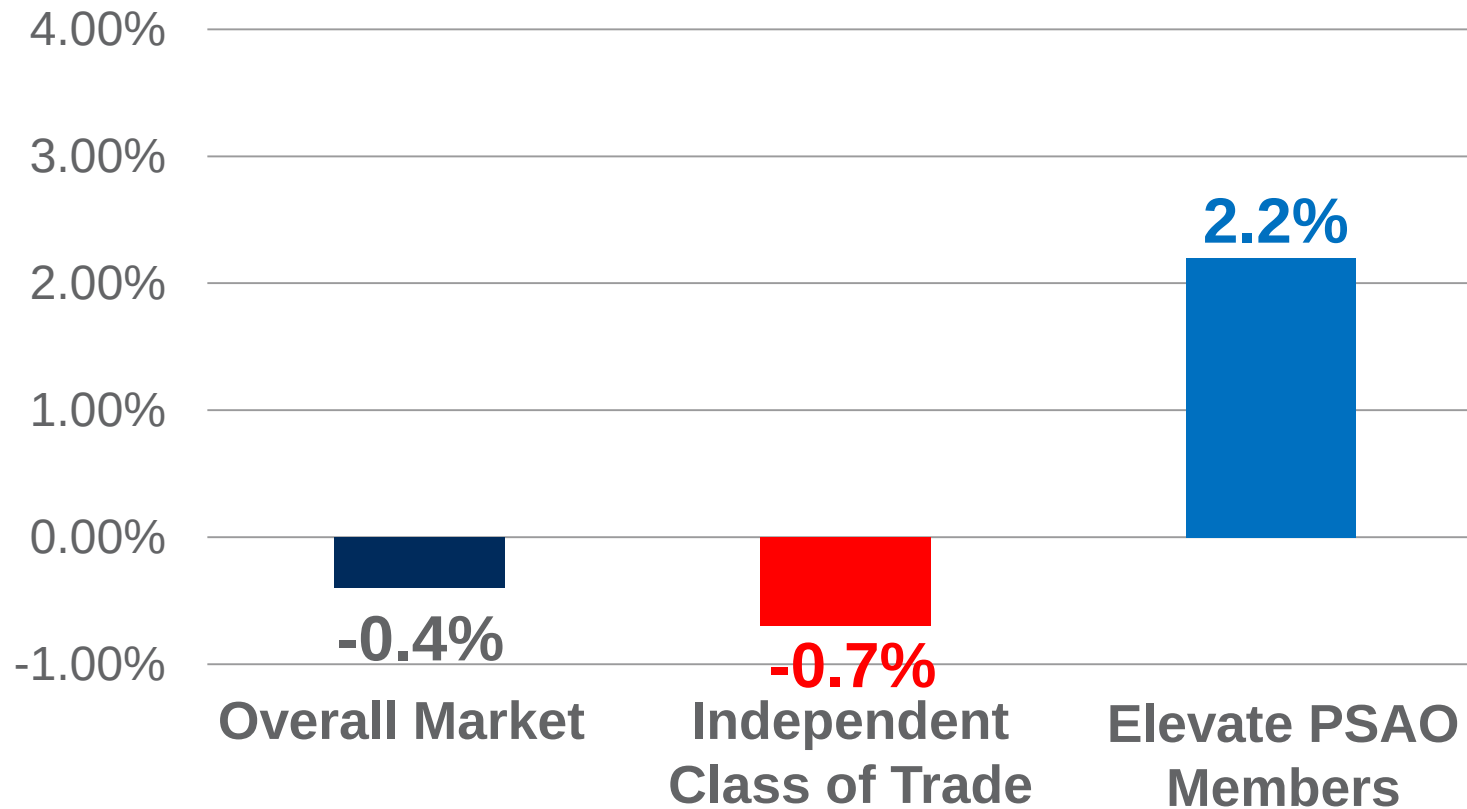
*All 3 Adherence Measures

Our Data-driven Approach in Action



IQVIA Data

YOY Growth in Rx Count



Source: IQVIA— September 2018 Data/Rolling 12 Month Rx Count

We believe in Independents

Because your patients believe in you!





Member Resources:

Elevate PSAO Members—2019 Medicare Part D Digital Kit on the Elevate Tab of your Patient Engagement Center:
account.prescribewellness.com/login

Good Neighbor Pharmacy Members—branded Med D materials, and social media resources on Brand Central Station:
gnpbrandcentralstation.com

Public Resources:

Med D Info for Patients: www.myGNP.com/medicare-part-d

Additional marketing/social media resources:
www.WeAreGNP.com/evolution

Additional Medicare Part D resources (including the checklist discussed today): www.WeAreGNP.com/MedD



Where knowledge,
reach and partnership
shape healthcare delivery.