

## Make a Difference for Your Patients and Your Business



By participating in **McKesson's Sponsored Clinical Services Network**, you gain access to programs that allow you to connect with your patients on a clinical level in order to help:

- Strengthen your patient relationships
- Increase your patient services
- Enhance your role as a healthcare provider
- Grow your pharmacy revenue

Look inside for information on three great clinical-service programs available today!



## Pharmacy Intervention Program

By providing you with opportunities to engage in behavioral coaching sessions, the Pharmacy Intervention Program helps you drive improved health outcomes for your patients and better financial outcomes for your business. In addition to the \$7 service fee for each completed coaching session, you will benefit from:

- Supporting the value of community pharmacy as part of the solution for managing chronic conditions and improving medication adherence
- Additional scripts dispensed to more adherence patients
- Increased store visits resulting in higher foot traffic shopping the front end

With 9 brands on the program as of March 2011 and more being added, coaching sessions on the Pharmacy Intervention Program easily integrate into your existing pharmacy workflow — from identifying patients to billing and payment. This provides maximum opportunity to connect with patients while maintaining your workflow.

### Training and Resources to Increase Results

Medication adherence is a complex and personal issue, requiring an intentional and focused discussion with patients. To ensure coaching sessions are effective in improving patient adherence and to help guide your coaching session, we provide you with tools and resources needed to incorporate Motivational Interviewing techniques into each patient interaction. To achieve longer-lasting health-behavior changes for your patients, an effective adherence-coaching session includes:

- A five-minute, face-to-face, patient-guided conversation with an active patient participant who agrees to engage in a conversation
- Motivational Interviewing techniques learned in the required training, the Adherence Intervention Guide and brand-specific consultation aids
- Open-ended questions to uncover the patient's unique barrier(s) to adherence and provide them with an action plan for their medication therapy that is realistic for their life
- Distribution of the brand-specific patient handouts to new-to-therapy patients

“The reimbursable counseling sessions are not only a new source of revenue but are also helping my patients be more committed to their regimen, more effective in managing their therapy, and more loyal to my pharmacy.”

— Richard Walker, R.Ph.  
Palace Health Mart  
Arizona

## McKesson StudyLink Program

Seventy-seven percent of patients surveyed say they would consider participating in a clinical study, but very few ever hear about clinical-study opportunities available to them. McKesson's StudyLink program enables your pharmacists to connect patients with opportunities to participate in later-stage clinical studies. This unique clinical program is designed to:

- Raise your visibility as a trusted clinical advisor
- Allow you to bring new health opportunities to your patients
- Provide an additional chance to engage with your patients
- Drive revenue through compensation for pharmacist services with minimal workflow impact

### Leave the Heavy Lifting to Us!

For pharmacies participating in the StudyLink program, McKesson identifies potentially eligible patients based on Rx claims and provides you with a list to review. Once you've selected eligible patients, we'll send those patients an invitation to participate on behalf of your pharmacy, followed by a pre-screening call. We'll also take care of referring them to clinical-study investigators and enrolling qualified patients into appropriate trials. We just ask that you be prepared to counsel and advise your patients about their options and participation in potential clinical studies.

## Patient Refill Reminder Letter Program

McKesson's Patient Refill Reminder Letter Program provides your pharmacy with the opportunity to strengthen your patient relationships through ongoing education and outreach. This program gives your pharmacy the chance to:

- Improve patient adherence
- Educate patients about their medication therapy
- Support patient health

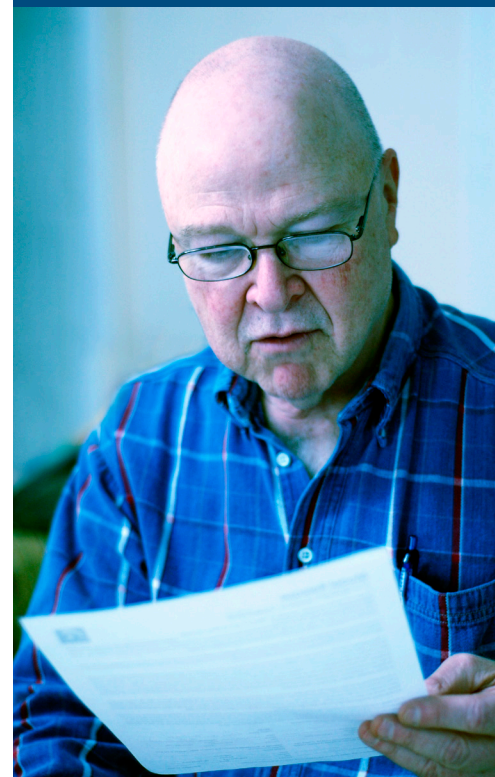
### Convenient Patient Outreach with Minimal Effort

This program is centrally managed, which means that we take care of the details — and even provide service fees for the pharmacy effort underlying each patient communication sent on your behalf. This allows you to administer a patient-outreach program without devoting any staff hours or administration time.

Your patients who take medications that are part of the program will receive valuable education and refill reminders in the mail, sent on behalf of your chief pharmacist. The communications are designed to educate patients about their medications and conditions, stress the importance of adhering to their prescription therapy and remind them to refill their prescriptions and fill any new ones.

“The future of pharmacy is counseling! We're finally getting paid for our time, and if we start counseling with every drug we can really improve patient outcomes. Especially with declining reimbursements, this is something we need to do to keep up with pharmacy today.”

— Ben Brunner, PharmD  
B & B Health Mart  
Colorado



## Join the Network That Pays

**McKesson's Sponsored Clinical Services Network** is the group of pharmacies that have chosen to participate in our Sponsored Clinical Services — a set of programs facilitated by McKesson and delivered by, or on behalf of, participating community pharmacists to their patients. These clinical services qualify for service fees and are offered exclusively to McKesson customers, and include:

- Pharmacy Intervention Program
- McKesson StudyLink Program
- Patient Refill Reminder Letter Program

### **Medication Therapy Management — Coming Soon!**

McKesson is currently piloting our payor-sponsored medication therapy management (MTM) program that delivers targeted, medication-centric opportunities. This program helps you provide your patients costs savings on their prescribed medications. McKesson continues to explore with payors the opportunity to expand and bring this program to our customers.

### **Enroll Today**

To participate in current clinical programs and be eligible for future programs, pharmacies must first sign the Sponsored Clinical Services Network agreement. Call **800.903.7884** to request a copy today.