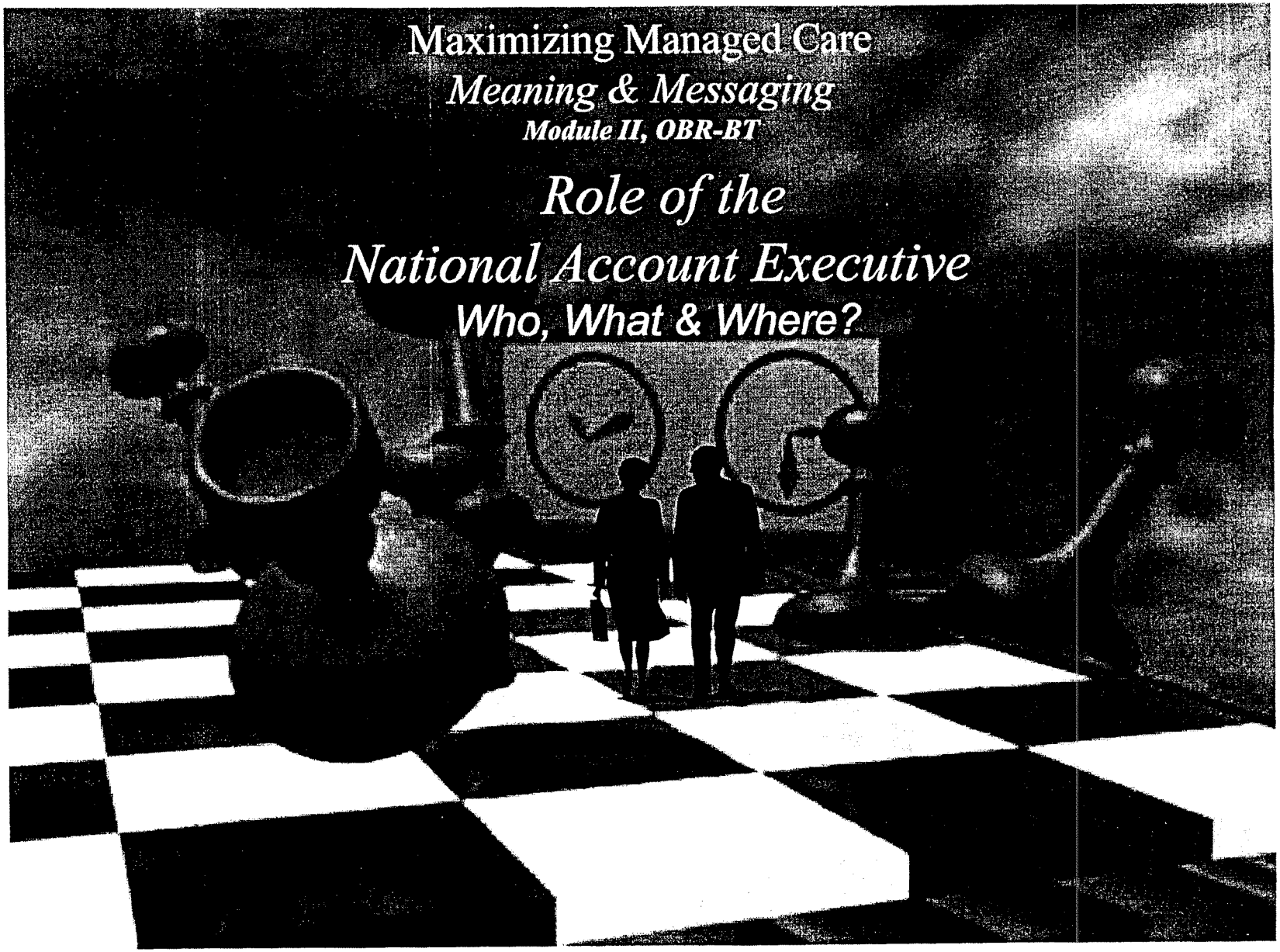

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Maximizing Managed Care

Meaning & Messaging

Module II, OBR-BT

Provider Sales Message Workshop

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Provider Sales Message

★ Benefits

- Maximize product market share with or without MC contracts
- Empower representatives with knowledge of formulary access/status
- Enable representatives to address customers' formulary questions with approved payor access information
- Build credibility & respect
- Achieve greater depth & reach of MC messages
- Streamline ability of physicians to access products

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The Track to the Top

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Provider Sales Message {PSM}

How ⟷ Why ⟷ Will

★How: How to access the product
approved access information

★Why: Why they should access the product
therapeutic facts

★Will: Ask them to Rx the product
close

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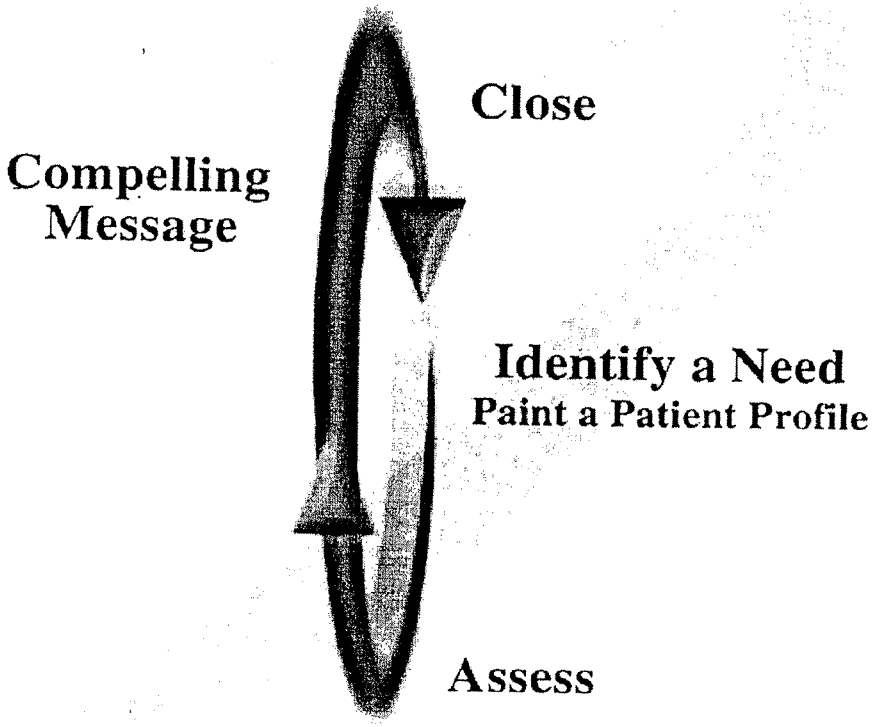
Needs-Based Selling Model
Core



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Provider Sales Message {PSM}

The message to the provider includes:

★ All the components of "Needs Based Selling"

★ Approved payor access information = the HOW=Need

– in & of itself is not a provider sales message, however, it may address the need of the physician

★ You must include the science = the WHY=Compelling Message

★ You must find out if they will prescribe = the WILL=Close

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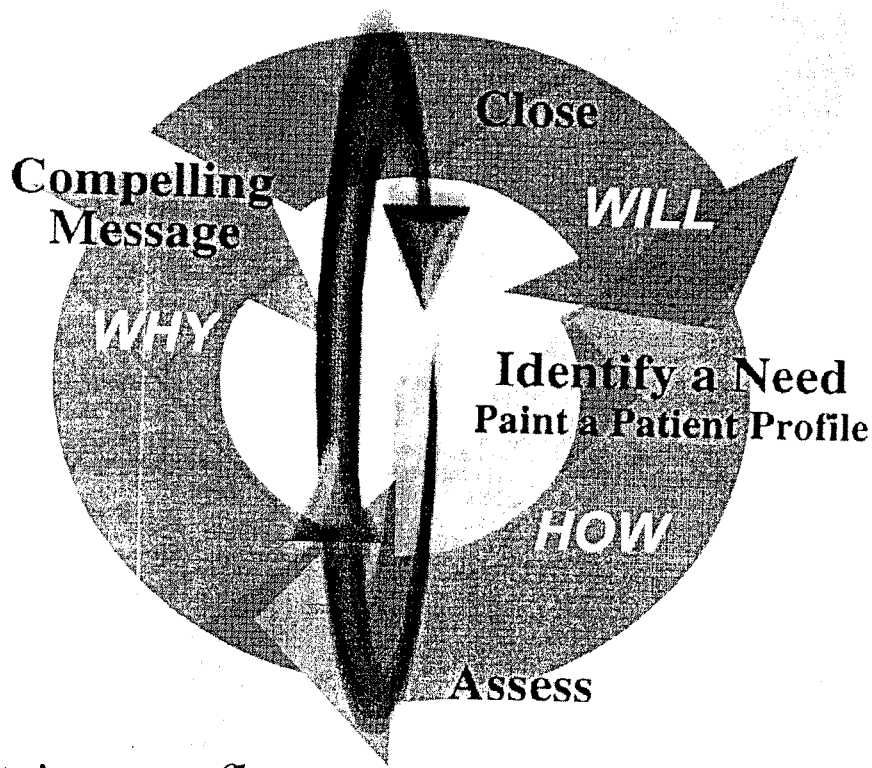
NBS Overlay



Not in conflict, it IS in CONCERT!

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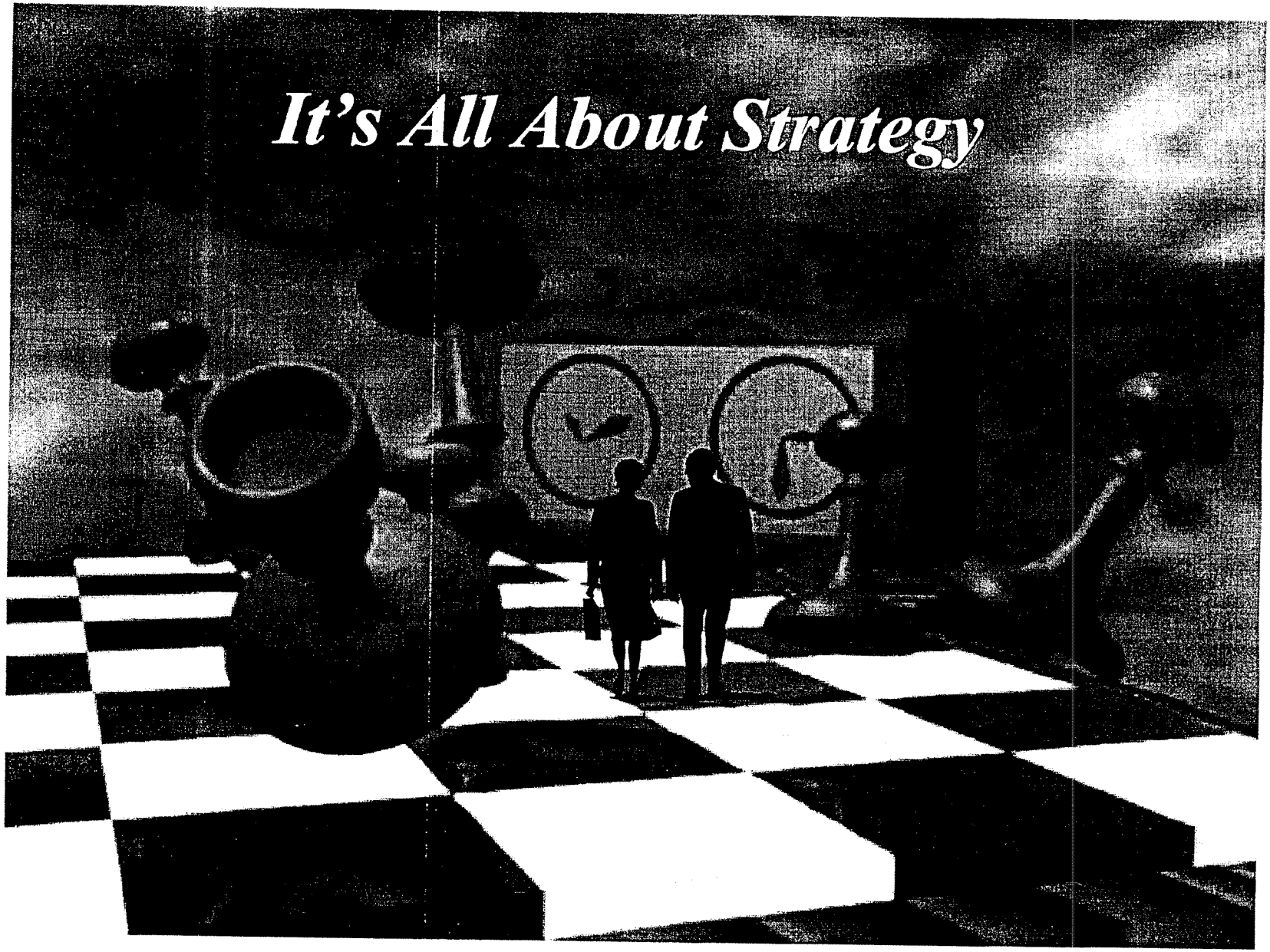

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Situation #1

Physician says: *I like Primary Product 1. However, I can't write for it because it isn't on formulary.*

★ What should you do?

★ Investigate further/gather the facts

- To which formulary is he/she referring?
- Additional MCOs impacting the practice
- What does the physician mean by "can't write"

★ HOW to access the product, WHY they should want to, and ask if they WILL use the product (HOW>WHY>WILL)

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Effective "HOW" Implementation Generic Health Plan

"Actually, you have access to ZOCOR for your "Generic" patients requiring greater than a 40% reduction in LDL. ZOCOR would be an appropriate choice for these patients based on..."

(TRANSITION here into the approved compelling message along with appropriate fair balance)

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Situation #2

Physician says: *"Do not talk to me about prior authorizations. I already have enough paperwork."*

★ What other options do you have with this customer?

- Investigate further/gather the facts
- Additional MCOs impacting the practice

★ HOW to access the product, WHY they should want to, and ask if they WILL use the product (HOW>WHY>WILL)

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Effective "HOW" Implementation Brand Health Plan

"You have open access to ZOCOR for your "Brand" plan patients. Let's discuss why ZOCOR may be the appropriate choice for your "Brand" plan patients...."

(TRANSITION here into the approved compelling message along with appropriate fair balance)

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PSM Mania

★Details:

- Group Practice: 30 minutes
  - Rules: Respond only once called on
    Please all listen to situation & response
  - Award: 1 dollar for each of the following
    How, Why, Will
    5 dollars if cover all components

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MC Training = Access = Payoff

Managed Care training of >3 days does affect representatives access significantly

Market Research

Representatives who understand physicians' business practices are seen as more valuable by physicians.

- Increased # of product discussion by >23%
- Increased # of sit-down discussions by >82%

Source: Health Strategies Group, Access Study, 2000

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Key Takeaways:

- ★ Science sells so make sure you include the "_____"
- ★ Approved formulary access information for the products is very important, so include the "_____"
- ★ If you do not ask you will not know where to go, so ask the "_____"
- ★ What is the order?
- ★ And REMEMBER the positive approach

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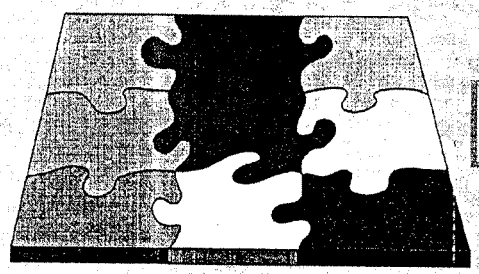
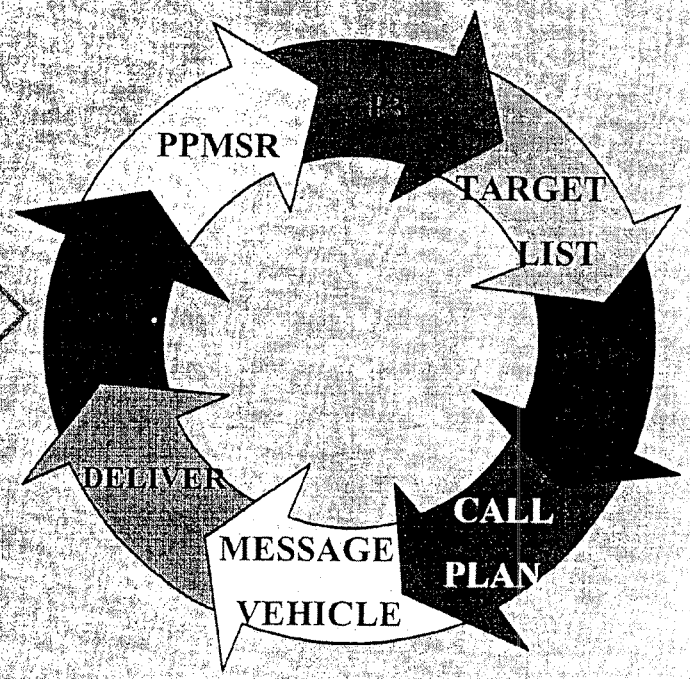
An Exercise in Pull-through: Develop & Deliver



Change



The Track to the Top

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Guidelines

- ★ Review the physician profile
- ★ Review approved payor grids for the top 2 regional health plans
- ★ Craft your PSM applying what you have learned
- ★ 15minutes to prepare your PSM
- ★ In triads, practice your PSM
  - 3 Rounds, 15 minutes each = 7.5 minute PSM, 7.5 minutes of feedback (45 Minutes)
  - For each round rotate Rep, Physician, & Observer
  - Physician & Observer should provide feedback on the 3 components (How, Why, & Will) as well as use of positive approach

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Physician Profile

★ **Specialty:** Internal Medicine

Cash:	12%
MediCaid:	10%
Mail Order:	10%
3rd Party:	68%
#1 Top Regional Plan:	35% (24% of total market)
# 2 Top Regional Plan:	25% (17% of total market)

Lipids:	A,	Z Flat (5%), L Inc.(22%), P Dec(34%)
AHTN:	B,	Coz Dec(23% AII) ACEIs 1st, CCBs 2nd,), Diov Flat(50% AII)
Migraine:	B,	Max Inc(10%) Imitrex Dec(80%),
A&A:	A-,	V Flat (7.6) Ibup Flat(33%), Cel Flat(8.4%),
Osteo:	A,	FOS flat(59%), ERT 1st, Act Inc(5%), Evi Flat(19%)
Asthma:	B,	Sing Inc(8%) Acc dec(9%), Flo inc(28%), Ser inc(20%)

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Key Takeaways:

- ★ The value of this segment was in the preparation & practice
  - Continue to practice
- ★ Analyze, Plan, Implement, Evaluate, & Follow-up
- ★ REMEMBER:
  - there are several ways to gather information
  - there are many people to whom the "HOW>WHY>WILL" should be delivered (nurse, MA, designated PA person/nurse)

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Mahatma Ghandi Said it Best:

★Keep your thoughts positive, because your thoughts become your words

★Keep your words positive because your words become your actions

★Keep your actions positive because your actions become your habits

★Guard your habits and keep them positive because your habits become your values

★Keep your values positive because your values become your destiny

★And he ended by saying that everyday is a new beginning and we must always remember that the nurtured seed always produces the abundant harvest

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Will YOU:

- ★ Apply MC knowledge in order to realize "Vigorous Growth & Competitive Victories"
- ★ Hold yourself accountable for integrating appropriate approved access information into your Provider Sales Message
- ★ Convey a commitment to ongoing education of managed care

?

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