

Calling on Medical Providers – Some Do's & Don'ts

The Do's

- Memorize the basic features and benefits of the Medication Card.
 - ✓ The Medication Card lowers prescription prices and improves medication adherence rates for your patients.
 - ✓ EVERYONE can benefit from a card – those with, and without insurance.
 - ✓ Patient privacy is very important to us – information is never shared with, or sold to anyone.
 - ✓ Program cost is paid for by the pharmacies, which count on discount cards to get people to come into their stores. **Cards are always free to cardholders.**
 - ✓ Cards are pre-activated for immediate savings.
 - ✓ Saves up to 85% (average savings is over 50%) on all FDA-approved brand and generic prescription drugs.
 - ✓ Cards never expire, are re-usable, and have no exclusions. Everyone qualifies.
 - ✓ Accepted at 63,000+ pharmacies, including all major chain stores.
 - ✓ Provides discounts on many pet prescriptions, when filled at the pharmacy.
 - ✓ Discounts percentages are generally larger on generics; less on brand-name drugs.

Ask to speak with office manager to introduce yourself and the Medication Card prescription assistance program. Gain interest and ask for the opportunity to explain the program to the doctors/nursing staff. State something like, "I just need 3 minutes with the doctor or nurse-in-charge to present this program and answer any questions they might have." Remember, the worse thing they can say is, "No."

- If at the medical facility, ask front desk who would authorize placement of free Rx cards. If possible, speak with the doctor's nurse – they're an important ally and can relay the information to the doctor for you.
- If a physician is available and will see you, cover the features of the card (above), ask if there are any questions, and then ask for the sale, "Doctor, will you help us make medications more affordable for your patients by making these cards readily available to everyone?"

MedicationCard

The Medication Savings Card You Can Trust!

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- Suggest the cards be given to every patient, regardless of insurance status, as they check-out from their visit. **Try and get your Take-One Display behind the wall that separates the waiting room and the exam areas, ideally right on the counter that they patients stop at on their way out of the office.**
- Know which pharmacies are in the “discount network” in the area.
- Know the clinics’ policy on soliciting. Some require a badge be worn while in the clinic.
- Ask questions. Does the doctor have any satellite clinics that would like these? Would they be willing to refer another doctor in the area to the program?
- If it’s a high potential-use clinic, ask if you could explain the card to people, when they go on break, in the employee lounge area. Some clinics have a time and place reserved for people that want to “display” (hospital display times are available too where you would have access to physicians etc. stopping by your table).
- Keep a journal of medical facilities you visit. DATE OF PLACEMENT, CONTACT INFORMATION (name, position, phone #, email address of contact person, best time to visit), LOCATIONS, WHAT WAS PLACED, & WHEN TO MAKE A CALL BACK. Be sure to stress that you’re available to answer questions, and be sure to leave all your contact info – name, address, phone, mobile, fax, email, and website.
- Call on urgent care centers (Walk in Clinics), Community Health Care facilities (usually for low income). Contact large clinics with multiple physician offices. Would the billing department be a good place to discuss the feature/benefits of the cards and/or leave some cards with? Etc.
- Send a short thank you note to each office where you make a placement.
- **DO FOLLOW UP – 90% OF AGENTS/AFFILIATES DROP THE BALL AND DON’T FOLLOW UP! THE 10% THAT DO THE FOLLOW-UP SEE THEIR INCOME GO UP EVERY MONTH!**

Some Don'ts

- Don't make call right when they open or at the end of the day.
- Don't place the cards without permission (many offices have someone in charge of literature being left and they may get thrown away).
- Don't approach a physician without permission to do so (it could get you thrown out of the entire clinic).
- Don't discount that the office manager, front desk, staff, and nurses can be a strong advocate in getting you in front of a physician and/or relay your information for exposure of the cards.
- Don't over explain the cards. Medical offices are very busy and a professional succinct presentation is very successful and appreciated. (Your relationships will allow you the access you strive for).
- Don't remove any Rx cards you see in lobby's etc. Several pharmaceutical companies have their own Rx card programs now and removing them could jeopardize your access in the clinic/office.
- Don't break rules. If the office manager tells you to not approach the physicians, then don't (unless invited to do so).

In Closing...

In closing, calling on medical providers, whether it's over the phone, or in person, is very important to the success of your business. There is no better ally to help you get cards into the hands of people that will use the cards now.

Remember, if you go into that office with the goal of "placing a take-one display", you'll have some success. But if your goal is to go into that office and truly make a difference in the lives of their patients, and the community being served, you'll have a greater success.

If you're new at this, don't fret – you'll fine-tune your approach as you go along. You'll learn what works for you, which may not work for someone else. Your friendly, courteous, professional, helpful attitude is what will get you the card placement.