



# HOW-TO GUIDE: STARTING THE CONVERSATION WITH PHARMACIES

Tips for building relationships with local pharmacies.

## Starting the Relationship

Your goal is to become a local, trusted resource for Medicare guidance. Here's a few ideas to start relationships with pharmacies.

- Search for “mom and pop” pharmacies in your area. These tend to be easier to start a conversation with compared to national pharmacies.
- Call each pharmacy to introduce yourself, and ask to speak to the owner or manager. Introduce yourself as a local agent and community resource.
- Ask when would be a good time to bring some snacks for the staff.
- When you visit, bring a copy of your introduction letter and flyer to leave with them.
- Ask them about any upcoming events, and offer to participate. Offer to laminate their patients, Medicare cards.
- Be real. Be friendly — when they can tell that you care, they will care about what you offer.

### Be Compliant!

Your interactions with health care providers need to always adhere to the the Federal Anti-Kickback Statute (42 U.S.C. 1320a-7b), a criminal law which places strict limitations on payments or gifts connected to health providers or patients who receive federally funded services. Find out more [here](#).



## Understanding What Pharmacies Care About

Provider offices all work in unique ways, but pharmacies will often have common concerns and needs for helping their patients. Get to know some basics so you're ready to help:

- Be prepared with helpful information about popular drugs that may not be covered by some of the available plans.
- Get to know recent changes in drug coverage for local carrier plans and how this may affect their patients.
- Offer to help their clients understand cost, medication coverage and deductible.

## Nurture the Relationship

Increase your “stickiness” so that each pharmacy remembers you with simple gestures:

- Offer to stock their bowl of mints or candy. This gives you the chance to keep coming back.
- Deliver healthy snacks for the staff (make sure you leave a note with the food, reminding them you have stopped by and how to get in touch).
- Talk to everyone you encounter to build a friendly and trusting relationship.
- Sponsor their prescription bags — ask your FMO for vendor recommendations.
- Leave behind branded items with your information on them, such as pill holders or drug tracker cards.

## Be Their Local Resource

Your relationship with pharmacies can help their patients' well-being. You're helping with patient peace of mind, answering their broader health care coverage questions, supporting higher patient satisfaction and making sure patients have access to the right Medicare plan for their needs.