



What prospective LTC facilities want to hear from you

A GUIDE TO MARKETING YOUR LTC PHARMACY SERVICES



Understanding what your prospective facility customers expect from their pharmacy is key to winning their business. In today's highly regulated healthcare market, nursing homes and facilities are seeking an "in it together" approach to doing business with their pharmacy.

To succeed, you need to shift from a customer/vendor relationship to a partnership, and here are the 5 things you should be prepared to deliver on to win new facility business:



Facilities want to be **partners in providing the highest possible quality of care** to the residents we all serve, and **partners in protecting the financial resources** of the resident, the facility, and all related pay sources.

To achieve this level of partnership, be prepared to deliver on and discuss the following 5 topics, all of which have the central theme of effective communication.

- Connectivity to eMARs and EHRs
- Financial stewardship
- Customized dispensing
- Regulatory and survey requirements
- Business reporting

01

Connectivity
to eMARs and
EHRs

“Yes, we have an interface to that solution.”

Connectivity is important to facilities. Technology can decrease the time spent managing medications while increasing quality, simplifying and clarifying communication, fostering an environment of compliance, and easing the process of record retrieval for audits related to the pharmacy or a survey related to the facility. **It is critical to offer interfaces that are able to optimize your target facility’s investment(s) in various technology solutions.** Interfacing with remote dispensing systems, eMAR and EHR software, first dose solutions, delivery systems, and more is an integral part of doing business as a LTC pharmacy services provider. When a facility asks if you interface with a particular system, to win their business that answer needs to be yes.

02

Financial Stewardship

“We will help keep your costs down.”

Every one of your customers trusts you to be a financial steward of resident funds whether they be patient funds, facility funds for non-covered medications or Part A expenditures, or other third party payers. Clean facility bills, clean financial reporting, and an eye on keeping costs down are major points on which to deliver.

Medication costs aren't the only areas of focus. **You can help a facility's operational efficiencies, which directly affects their cost of doing business, by anticipating their needs with readily available information.** A lag in communication can create disruption in medication management for the resident. Bills that constantly need attention and correction are a waste of time and resources. All of this wears away the trust of a facility toward their pharmacy.

Facilities will be extremely interested to hear that you offer solutions like:

- Easy access to preadmission pricing
- An ease in processing discharges
- Electronic medication return and donation capabilities
- Easy dispensation of controlled substances
- A running view of Part A charges
- Accurate and consistent, on-time deliveries

Your ability to help the facility staff manage these tasks and communicate efficiently will play a big role in winning their business.

03

Customized Dispensing

“We want to deliver meds your way.”

Chains most often compete on low prices and standardization. **As an independent pharmacy, the ability to customize your solutions to each facility you serve is what will keep you in the game.**

Determine what you are able to offer. Then be prepared to discuss the options and benefits, including how you will manage this all with easy and efficient communication tools. Customized offerings include specialized packaging like single or multi-dose pouch packs or punch cards, alternate site dosing for workshops, and “leave meds” for residents leaving the facility for the weekend. Stat dose technology, whether it be connectivity with a robotic first dose machine or simply tracking inventory for a manual tackle box, can also be important. Varying delivery schedules based on the acuity of each wing in their building, and medication synchronization (cycle fill) can be game changers. Have the conversation that doing business with the biggest is not the same as doing business with the best. As a partner, you have a better value proposition to present because the best offering includes more than just price.

04

Survey & Regulatory Requirements

“As your business partner, we’re looking out for you.”

You know how overwhelmingly regulated the health care industry has become. Expecting a facility to stay on top of the latest requirements in addition to meeting the current ones is putting a lot on their plates. Are you able to deliver on keeping them ahead of industry regulations? Make sure you speak to this huge asset and provide examples of how you’ve delivered for your existing customers in the past.

Surveys are not considered a perk for most facilities, so think of ways you can assist with this and other pain points. Outline the information your pharmacy tracks, and can provide for random facility surveys, as well as how quickly they can expect that data when requested. **Your reassurance that they will be compliant and can easily obtain information speaks to your position as a business partner.**

05

Business Reporting

“Let’s look at the numbers.”

Our industry is very data driven. Your pharmacy uses data to make decisions on a daily basis and an LTC facility is no different. Ask your prospect what metrics they keep. Ask what data they need in order to facilitate an environment of continuous quality improvement. Offer them customized options.

Be prepared to suggest reports that will emphasize you being a good financial steward and business partner. Also be prepared to share examples of those reports with your prospects. This conversation should suggest you are valuable to the facility, and support your unique ability to meet and exceed their needs.

Concierge pharmacy

Be a concierge pharmacy.

As an independent pharmacy aimed at growing your bed count, you should position yourself to be the concierge pharmacy that a facility needs to continue to offer exceptional patient care. Meet with your executive team and determine what of the above you are currently able to offer prospective facilities. Does your list of capabilities fall short? Take some time to research alternate solutions in the industry. SoftWriters pharmacy software enables you to deliver on connectivity, financial stewardship, customized dispensing, regulatory requirements, business reporting and more. With SoftWriters’ LTC solution set, nearly every facility driven preference is automated by the software, which significantly expands your ability to offer a customized solution without requiring additional involvement from your pharmacy staff. Offering a variety of options has little to no impact on pharmacy operations and onboarding of very different facilities becomes a non-event. Leveraging software designed specifically for LTC pharmacies can help position your pharmacy as a trusted business partner to facilities, by ensuring your ability to delivery on your customer service commitments accurately and consistently. Implementing FrameworkLTC can provide the competitive advantage to help you achieve an increased bed count and a more efficient way of doing business.

“We’ve been in business with FrameworkLTC as a closed-door for a year and a half. We were very small when we started at about 150 beds. Through the functionality of FrameworkLTC, it’s allowed us to go to prospective customers and have the ability that companies much larger than us can offer. We’ve used that technology to really help grow our bed count and we see the same thing happening in the future.”

– Greg Paisley, Vice President and Chief Operating Officer at Coler Drug

Interested in learning more about SoftWriters’ LTC solution set?

Watch our [customer testimonials](#), take a [tour of our features](#)
or contact us to [schedule a live demonstration](#)



www.softwriters.com

An MHA company, SoftWriters, Inc. offers fully integrated, scalable pharmacy management software solutions to pharmacies serving the long term care community. SoftWriters’ flagship product, FrameworkLTC®, is the only pharmacy management software solution created specifically for the unique processes of closed-door pharmacies. FrameworkLTC is a facility centric, rules-based, Windows certified software solution designed to ensure process integrity and simplify the most complex workflow and billing scenarios. SoftWriters’ complete solution set includes sophisticated interfacing capabilities via FrameworkHL7™ and FrameworkERX, automated workflow and content management via FrameworkECM™, integrated smart delivery with FrameworkPOD™, advanced business intelligence reporting with FrameworkBI™, real-time communication with facilities through FrameworkLink™, and workflow mobility with FrameworkFlow™. The solutions are uniquely able to communicate automatically, passing valuable information between modules, eliminating manual steps and enhancing customer service capabilities.

Copyright 2017 SoftWriters, Inc. All rights reserved. May not be reprinted, reproduced or distributed without permission. For inquiries, contact sales@softwriters.com