

A Note from the President

Compliance means real cost savings for you!

Compliance is important. As members, each and every one of you has a direct impact on our collective compliance goal. And you haven't let us down; our compliance has hit an all-time high. While we continue to work our way toward our 16% compliance goal, be sure to take advantage of all the benefits your membership has to offer!

Want to see your compliance savings in action? Check out our updated 2016 Evergreen™ generic price advantage impact as of August 31, 2016:

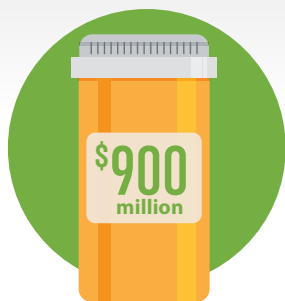
- **Over 1,413** submissions to date
- Estimated annual savings per participating pharmacy: **\$12,600.00**
- Total Impact YTD: **\$3.58M**

Being a company that offers higher competition in prices and deeper discounts, along with membership participation, makes all of these savings possible!

As always, thank you for allowing alliantRx to be your advocate and partner in driving and sustaining your independent pharmacy's success.

Grab your \$500 referral reward! Remember, our Membership Referral Pilot Program runs through the end of November! Be sure to refer a pharmacy to qualify.

Sincerely,
Gerry Crocker President
Strength in Numbers



Leveraged over
\$900 million in
annual purchases
on your behalf.



Delivered over \$2.3 million
in member savings on generic
purchases during the first
half of 2016, alone.



And our members have
routinely enjoyed an average
Net Effective Brand Cost of Goods
of -6% or significantly higher.

► Our Member Referral Program is in Full Swing!

Don't miss out on earning an extra \$500! Refer a pharmacy to alliantRx's EvergreenTM Program!

Our first Member Referral Program pilot kicked off September 1, 2016, and will continue running through November 30, 2016 – so don't miss out on your opportunity to earn big!

It's simple. Here's how:



STEP 1

Contact your alliantRx representative to refer pharmacy for membership.



STEP 2

Be sure to have your referral list your name or organization as the referring member on the alliantRx referral enrollment form.



STEP 3

To qualify for your \$500 reward, your referred pharmacy must stay a minimum of 90 Days and reach 10% compliance at or before the end of the 90-day period. *It's that easy!*

Don't wait, refer your colleagues today! ↩

► Try YellowShake today!

Protect your shipment dollars. alliantRx continues to keep our promise to “do more for you.” This month, we’re proud to announce our latest partnership with YellowShake, LLC, a FedEx and UPS Shipping Refund Recovery Service! Not many independent pharmacies have the manpower to track down delivery expectations, but did you know that packages shipped using FedEx® and UPS® are guaranteed to arrive on time, or you are owed a 100% shipping refund? YellowShake, a cloud-based refund recovery solution, manages the entire refund recovery process for our members, so you can focus, instead, on your business and customers.

- Take advantage of interactive weekly reporting, which includes cost and control tools such as:
- Identification of credits to your carrier account(s)
- Void credits (manifested but not shipped)
- Refunds listed by carrier account
- Logistic controls and claims management
- Service type breakdown
- Package management
- Cost management
- Integrated carrier exception report
- Weather and Customs Delay notices
- Integrated address corrections
- Dynamic weekly reporting
- 27/7 online access

Start protecting your shipment dollars - get started Today. This robust, transparent system is easy to use and navigate:

- Sign up takes only 2 minutes
- All credits are applied directly to your accounts
- There is no risk – cancel at any time
- There is no hardware to install
- Secured access helps protect your accounts, refunds, and traffic reports
- And, YellowShake only charges a fee (50%) when you receive refunds credited as a result of their service.

Recover your funds. Visit: www.LateDeliveryRefund.com today!

CMS Star Ratings: What is the Pharmacy's Role?

It's no secret that the Federal Government is now tracking the performance of healthcare plans. In fact, CMS gauges a health plan's performance by utilizing a star-rating system. This system not only pushes the bar higher for health plans, encouraging their continued growth toward performance improvement, but also determines whether or not a health plan's contract with Medicare will continue. And, with their services under such intense scrutiny, those same healthcare plans are pushing pharmacies to assist them in their quest to meet the expectations of this Star Rating system.

How can a pharmacy influence a health plan's star rating?

By helping to enhance a patient's health, a pharmacy can have a direct impact on a health plan's star ratings. In fact, pharmacies that make a patient's health their top priority, will be in line to receive a higher referral flow and, consequently, higher payments.

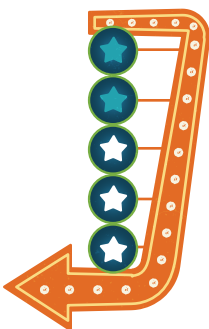
Adherence, nonadherence, and customer engagement/organization are measures that can affect star ratings. Pharmacies can help boost a patient's adherence in several ways. By understanding the barriers patients face and then helping them to remove those barriers to their medication regimens, a pharmacy is able to show a direct collaboration between the providers and their patient. Further, maintaining a high adherence has an effective side-benefit of lowering overall costs (1).

What are some steps a pharmacy can take to boost plan star ratings?

Developing strategies that can help patients appropriately maintain their regimens will go a long way in ensuring a patient increases their chances at maintaining better health, cuts costs associated to the pharmacy and the health plans, and consequently, increases a plan's ratings with CMS.

Some ways a pharmacy can begin addressing adherence, nonadherence and engagement/organization can include:

- Medication simplification – If a pharmacy can synchronize a patient's prescriptions to a point where they're picked up on the same day each month, the pharmacy could see up to a 30% increase in revenue, higher customer satisfaction with the convenience of one-stop-shopping, and higher customer retention due to the level of personalized service.
- Identify reasons for the nonadherence – Obviously, there is no blanket solution to medication nonadherence, however strong customer relationships can be key to understanding barriers to a patient's ability to adhere to their medication schedule. Forgetfulness, finances, even transportation can all be players in the game of nonadherence and, once identified, these barriers can be addressed and, hopefully, removed.



- Organization and strategizing – Asking the patient some simple questions about how they take their medications can go a long way in helping to understand why, or how, doses can go missed. Questions such as: How do you know you missed a dose? Where do you store your medications? What times of day do you take your medications? – and then offering up suggestions such as pillboxes, keeping medications on counters, etc., can go a long way in helping your patient stay adherent (2).

What it all means

Pharmacists are in a unique and enterprising position that will allow them to build stronger communications and engagement with their customers. Further, independent pharmacists enjoy more exclusively personal, one-on-one relationships with their customer bases. This level of engagement can create more opportunities to shine in ways retail-chain pharmacies simply cannot (3).

This communication and engagement will continue to play a key role in helping to manage medication therapy and allow the pharmacy to play an active role in driving stronger medication adherence levels. And when this occurs, the health plan's performance will go up, increasing the independent pharmacy's ability to maintain "preferred provider" status and ensuring continued referrals.

We want to help our members to be successful, so be on the lookout for more insights from our team on how to increase customer engagement!

1. http://phrma.org/sites/default/files/pdf/PhRMA_Improving%20Medication%20Adherence_Issue%20Brief.pdf
2. <http://www.pharmacytimes.com/news/5-ways-pharmacists-can-improve-medication-adherence>
3. http://www.pharmacytimes.com/publications/career/2015/pharmacycareers_february2015/independent-pharmacies-fostering-strong-relationships-with-satisfied-customers



Independent Pharmacies: Should You Invest in a Social Media Presence?

Social media is for kids, right?

Not anymore.

Many independent pharmacies struggle with figuring out the best way to reach customers on their communities. Ensuring your customers receive the right message, at the right time, and within an environment where they will be more likely to take positive action can be difficult. But, in this day and age, the ability for you to reach them quickly has evolved at an incredible pace. No communication platform has grown faster than digital communications. It is estimated that 87% of American adults use the Internet on a regular basis, and 70% utilize social media profiles (1).

Pharmacy customers represent an unmatched diversity, with members of every generation—millennials, Gen Xers, and even baby boomers—engaging through social media.

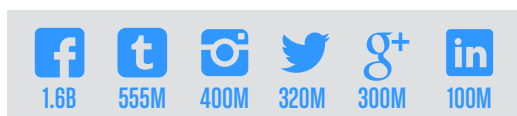
With social media's proven ability to connect people directly with their interests, platforms like Facebook, Twitter, Instagram and Pinterest (to name just a few), along with brand specific blogs or mobile applications, independent pharmacies now have an unprecedented opportunity to develop rich relationships with their customers outside of the clinical setting. With the right digital relationship, you can foster customer loyalty and increase revenue through cross selling and upselling.

These interactions are the building blocks to stronger customer relationships and can be funneled into promoting wellness and positive patient behaviors – a benefit to the customer, the pharmacy, and even the payer in the form better patient health outcomes being realized – all while providing avenue direct path to invaluable insights, feedback, and customer engagement.

Social Media Stats that Impact the Healthcare Industry

Here's just a few statistics that illustrate how wide a net social media casts. As of April, 2016, there were:

- 1.6 billion users on Facebook
- 555 million users on Tumblr
- 400 million users on Instagram
- 320 million users on Twitter
- 300 million users on Google+
- 100 million users on LinkedIn (2)



And, that's just a sample of the active social media sites. But, none of this matters unless you can see just how much social media actually impacts health and the healthcare industry, and most importantly, you:

- 90% of respondents from 18 to 24 years of age said they would trust medical information shared by others on their social media networks.
- More than 40% of consumers say that information found via social media affects the way they deal with their health.
- 54% of patients are very comfortable with their providers seeking advice from online communities to better treat their conditions
- 32% of adults are likely to share information about their health on social media sites with a drug company.



- 60% of doctors said that social media has improved the quality of care delivered to their patients. (3)

Encourage Wellness and Good Habits

One of the largest (and still growing) areas of interest on social media today revolves around health and wellness. Fitness groups, weight loss tips, homeopathic remedies – if it's health related, there's a group or a page devoted to the topic. These groups offer the perfect opportunity for the independent pharmacy to engage their customers outside of the pharmacy setting, where they're comfortable and more likely to interact in a positive manner, which can lead to better outcomes.

If your pharmacy is not already using social media, there is no need to jump in to the deep end of the pool. Dip your toe into the water and start small. Get started with a consumer-friendly social media platform like Facebook or Twitter, which have large memberships, and engage with your customers one conversation or campaign at a time. If you are unsure about how to get started, talk to a social media consultant that specializes in pharmacy marketing. Or, leverage your staff; you might be surprised how many social media gurus you have working for you.



There's no doubt that social media offers a priceless value to smart pharmacies who utilize the massive potential to promote health and wellness to all of their users, young and old, patients or non-patients.

It goes without saying that implementing a successful social media plan will take time, strategy, and a trained eye to ensure privacy and HIPAA compliance policies. But the initial investment could be well worth the savvy independent pharmacy's time and resources.

Your membership benefits include access to our Partners and Blog pages – quick and easy ways to keep track of best practices. Be sure to check back often for updates on how beginners can get the most benefit out of social media for their pharmacies!

(1) <http://www.pewinternet.org/data-trend/internet-use/internet-use-over-time/>

(2) <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

(3) <https://getreferrallmd.com/2013/09/healthcare-social-media-statistics/>

Tracking Expired Product: Return Companies Can Eliminate Waste and Inefficient Product Return

You don't have to lose money because of expired products. You've got a partner who can change that, right here, right now.

In any business, especially pharmacies, unproductive stock is money that counts – but gathering, returning, and tracking these expired products can be labor and time intensive. Luckily, the pharmaceutical sector is seeing a rise in “return companies.” These are companies who partner with pharmacies to take over this challenging returns process, and help their members turn around expired products in order to get the most out of their money.

Some Problems Pharmacists Run into with Returns

Most pharmacies handle their returns in one of two ways:

- By manually scanning shelves for expired items themselves;
- or by partnering with a returns company who offers either mail-in services, or can send a trained representative to pull stock for their members.

And, while manually scanning your shelves may seem to be the least expensive route on the surface, this is where the process can actually cost more – by becoming so labor intensive that the work is either delayed or simply doesn't get done.

Think about it, you would have to have someone who can check expiration dates on all of your products. And if something is missed, and goes too far past its expiration date, you could miss out on receiving that refund. Just as bad, that very same return could be missed if you send it to the wrong company, or the incorrect address.

Mistakes happen, but when the mistake is on your end, you could pay the price in missed return funds.

But this isn't the case with independent pharmacies who partner with a reliable return company with a proven track record. While there is a cost for the services, if or when errors happen, you're guaranteed your return. An added benefit is having a team of professionals who are versed in return policy, shipping, and tracking – which takes all of that data-heavy, time consuming processes off your task-list.

Access Return Solutions through your alliantRx membership!

Here at alliantRx, our members partner with Return Solutions, a return processing company that was founded to help independent pharmacies get the most out of their returned products. With over 6,000 pharmacies serviced and 56,000 returns valued at over \$350M in credit for independent pharmacies, Return Solutions delivers you an unmatched level of expertise in this industry.

Return Solutions' OneCheck Select® gives you the option to choose a single check for all of your returns in a 30, 60, or 90-day period after a return is made. Further, return Solutions helps you stay in control by:



- Issuing all returns in a single check
- Making a 30, 60, or 90-day return option available
- Structuring their fee schedule according to the timeframe chosen
- Deducting fees right from returns so there are no invoices to track
- Virtually eliminating credit tracking for you
- Offering transparency with no hidden fees
- Online management for ease-of-access, free of charge
- Offering on-site and mail-in return services

Make Sure You Receive All of Your Expired Product Returns Credit

Take advantage of your member benefits by partnering up with Return Solutions, an industry-leader in independent pharmacy returns management.

Their OneCheck Select program will help you reclaim the time spent tracking expired product return credit – and ensure that you get all of your credit due through a single check. And, to make it even easier, you can have fees automatically deducted with no invoice tracking, easily view manufacturer credit values that are listed on each check stub for easy reference – and virtually eliminate credit tracking.

As an AlliantRx member, you receive the 30|for|90 promotion on your first return with Return Solutions: your check will be issued to you in just 30 days at the same rate as the 90-day option. Reclaim your credit now: call Return Solutions at 865-777-4582, or visit them at www.drugreturns.com/new account to get started.

