

Medicare Advantage: Pharmacy



Do

- Have training sessions with Pharmacy Subject Matter Experts (SME)
- Review formulary tools and learn how to use them before meeting with prospective members
- Review coverage determination and exception processes
- Use pharmacy locator tools
- Describe copayment tiers and all coverage phases
- Identify a process to collaborate with pharmacy SME for questions and comments
- Ensure information in EOC, SB , ANOC, PDL and Formulary Search tool exhibit is correct
- Explain EOB, SB , ANOC , PDL, online search tools and pharmacy locators tools to prospective members
- Explain that there are times the formulary changes and medications that are excluded from coverage

Don't

- Assume Sales Representative understand formulary format
- Rely on using one source document (i.e. only using printed formulary version versus using search tools and PDL)
- Ever tell a prospect that all they have to do is submit a form to get a medication covered
- State that every pharmacy is in network
- Infer that all medications / supplies can be received at every pharmacy (i.e. some medications are not available via mail order or may only be available through mail order)
- Infer a copay will be the same all year
- Develop documents with pharmacy information or answer questions without a SME review
- Tell the prospect they can use an alternative without talking to their prescriber