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CHAMPIONS
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PARTNER ASSESSMENT: IS YOUR PBM CONTRIBUTING TO YOUR BOTTOM LINE?

Win. Grow. Retain.

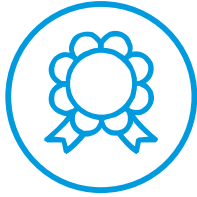
Winning doesn't
happen by accident.
It requires a
methodical and
strategic approach.
Most important, it
requires a partner
dedicated and
aligned to your
success.

Deloitte Center for Health Solutions concluded that “health plans should begin to prepare for tomorrow by making strategic decisions now,” based on recent crowd-sourcing research of 28 health care, policy and technology experts about building the “health plan of tomorrow.”

Examples of these decisions include investing in product development, data governance, technology, talent, and, most importantly an organizational structure and culture that embraces business transformation.

The most progressive health plans that we partner with today are making strategic decisions across their organizations, but where we add value beyond our core business is by helping them transform their sales and marketing practices to win, retain and grow in their marketplace.

With our partnership, our health plan clients are investing in their sales teams to expand their pharmacy knowledge, modernize their offerings and employ proven strategies and tactics to help them compete more effectively than ever before.



WHAT IT TAKES TO WIN ...

“Express Scripts helps us achieve our goal of minimizing pharmacy carve-out. They go above and beyond in helping us proactively carve our employers in.”

Director of Pharmacy

“Our relationship with Express Scripts is a strategic partnership. We look for them to provide customized solutions and keep us on top of market developments, so we can continue to grow and build our business.”

VP of Pharmacy

Applying nearly a decade’s worth of data and pharmacy sales expertise, we developed a diagnostic tool – backed by consultants – for our health plan clients to assess their strengths and opportunities, as well as identify gaps in their go-to-market approach. During the process, we’ve uncovered some tried and true strategies that help our health plans win and retain – as well as some that don’t.

These sample questions only begin to scratch the surface of the types of strategies, tactics and competitive insights we provide to help our clients continually stay ahead.

Partner Focused on Your Growth

- ☐ Does your current PBM partner understand, specialize in and dedicate resources to support your organization’s growth strategy and vision?
- ☐ Is your PBM partner sharing in your risk? How are they accountable for your success?
- ☐ Do you have the opportunity to connect with industry leaders and peers and focus specifically on how to grow your plan through pharmacy?

Competitive Analysis

- ☐ Do you monitor, track and share the specific strategies your top competitors deploy most often to win in your market?
- ☐ Do you hold strategy sessions and form plans to combat or out-smart each competitor’s known strategies and tactics?

Building Pharmacy Talent

- ☐ Would you consider your sales team pharmacy experts?
- ☐ Can your sales team effectively speak to benefit design, pricing, solutions, specialty and the value of integration?



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“By having you join the meeting, we created additional value and credibility by showing how a strong partnership between a health plan and Express Scripts can really deliver the best possible scenario for the patient.”

Director of Pharmacy

Consultant/Broker Strategies

- ☐ Losing a bid due to price is code for “not spread-sheeting well.” What strategies do you deploy to position your bid more favorably from a pricing perspective and to ensure your bids are fairly evaluated?
- ☐ How do you ensure your value is understood by brokers and consultants?

Marketing and Training

- ☐ Do you have a strong integrated value story that sets you apart in the marketplace and leads uniquely back to you (versus your competitors)?
- ☐ Does your current partner provide resources to accelerate your sales process, respond to RFPs and even attend finalist presentations with you?

After helping our health plan clients understand and close these gaps – and more – we saw positive growth among our health plan book of business in 2018.

If you're not meeting your sales goals or if pharmacy is not being recognized for driving company revenue and growth, it's time to rethink what you're getting from your current PBM.

We are the only health care opportunity partner with a dedicated team that delivers the level of pharmacy, sales and market expertise with proven results to help you grow.

Contact your Express Scripts representative to learn more or to request a health plan client referral.



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