

Engaging with hospital systems: showcasing knowledge and experience



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September 30, 2021

Guest Post Bio: Eric has been with Express Scripts for over 13 years, managing hospital system clients for the last 8, and began leading the team in 2018.

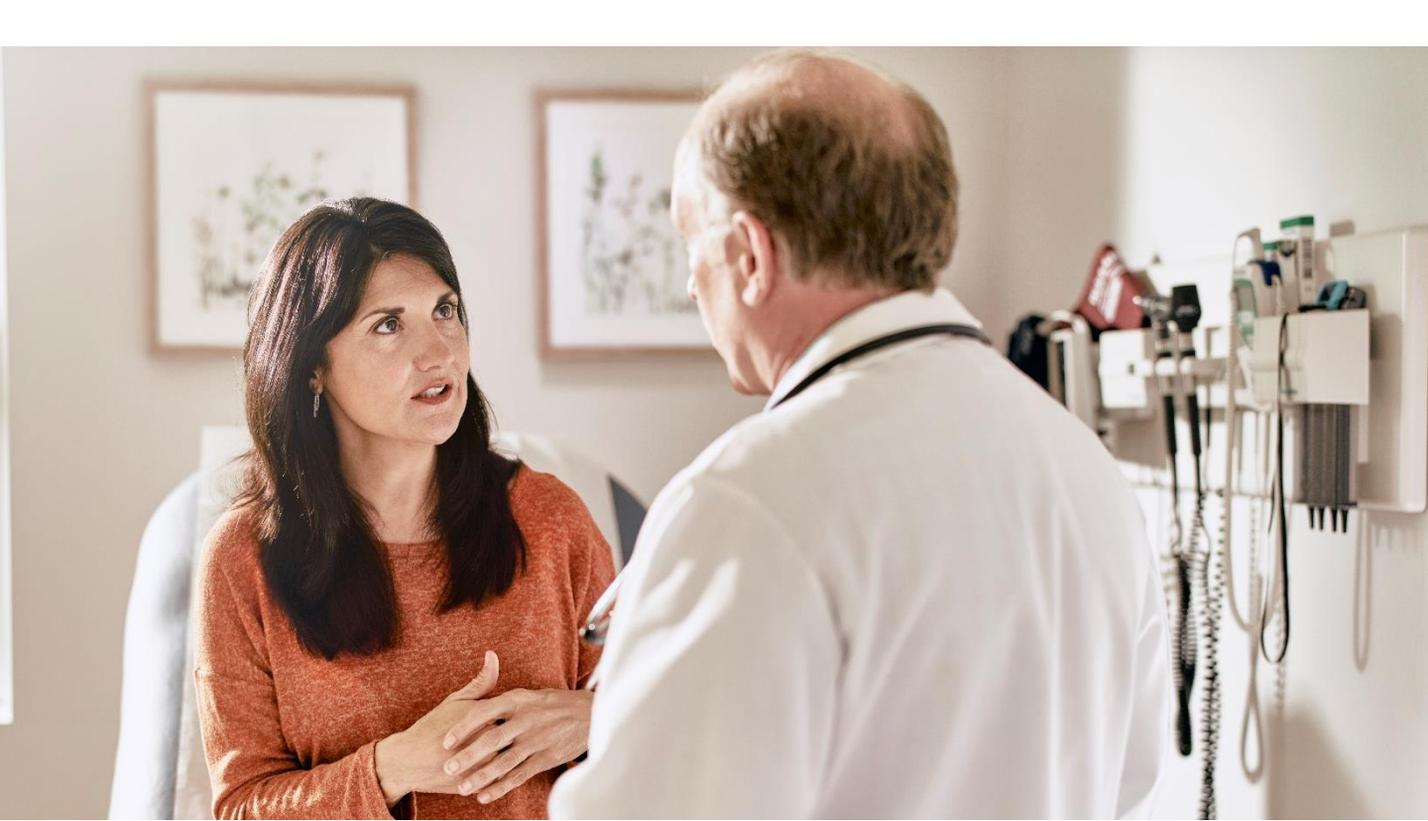
Just like labor groups and public sector, hospital systems are unique buying groups, but their uniqueness brings different challenges and nuances. Like health plans, when you see one health system, you have seen one health system. That's why understanding the individualized needs of these groups is so important to be successful in this area. You must show your willingness to be flexible and customize your offerings.

When engaging with hospital systems at any stage in the buying process, it's important to remember these key themes in order to really hit the mark with your messaging:

Knowledge and experience - They are looking for knowledge and experience in their area, so having a sales and account management team focused on just hospital systems is an ideal state. Recognizing this isn't always feasible, at minimum, having a team of experts who understand their business model is essential. Remember, the audience you are talking to is different and will likely include physicians and in-house pharmacists. So, strategies and tactics that work for most employers may not always work here. A good example is home delivery, when they have an in-house pharmacy.

340B - This is much more than just an in-house pharmacy, it's a potential additional revenue stream you can unlock for these groups that goes beyond just pharmacy and medical services, by creating new value on all drugs adjudicated through their hospitals. Expertise is critical here, as the ins and outs of everything that goes into setting up and running an in-house pharmacy using 340B is extremely complex. This goes for groups who have not even started or considered utilizing 340B, to groups using it today but are trying to navigate the intricacies. Bringing in an expert can really help seal the deal, and can also increase your stickiness. Because you are providing more than just benefits, you are a key player in an additional revenue stream.

Physician engagement - While this is a hot topic for many employers, it's even more important and nuanced for hospital system groups. Doctors are not just a stakeholder – they are also members of the plan. This means members are not only the ones taking the medications but also the ones prescribing, adding a new unique dynamic. Your execution of the pharmacy benefit here has a huge downstream effect, because when the physicians are the members, it affects their own care but also the care they provide. Additionally, when you bring up solutions to create efficiencies like EMRs, ePA and real-time benefit check, you are talking directly to the physicians and staff who will benefit from them.



You should be utilizing data, *“we see you have a 50% e-prescribing rate, but we have many groups with rates in the 80% range, we can help you get there.”* Make sure you and your teams are familiar with all the systems they are using and how you are integrated with those systems today, which can be different state-by-state, so keep that in mind. Much like 340B, physician engagement goes beyond benefits – your solutions can create time efficiencies and money savings because they will be implemented inside their company. If a solution saves time in a doctor’s office or hospital, this is saving time in THEIR workplace.

A health plan is the ideal partner for hospital systems because you bring the value of integration and expertise of the entire healthcare system. Remember who you are selling to and that you are selling much more than medical and pharmacy benefits; this will set your plan up for success in this complex area.

Of course that’s just the beginning, reach out to your Market Development Director today to dive deeper into hospital systems.