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Introduction

Welcome to PrescribeWellness Pharmacy Growth. You can now deliver timely, relevant communications to your patients in your own voice – increasing adherence, loyalty, and Star Ratings.

Use this guidebook to learn how to:

- Schedule OnDemand campaigns
- Use the Patient Profile to identify reasons for calls and identify opportunities
- Use the Patient Profile to opt patients out of campaigns or mark patients as deceased
- Cancel an automated campaign message based on same-day needs
- Manage a No Call List for phone numbers that should not receive calls
Getting Started

Recording Your Campaign Messages
Pharmacy Growth includes four campaign messages.

<table>
<thead>
<tr>
<th>Who</th>
<th>Why</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Refill Reminder</td>
<td>Patients with a refill two days past due</td>
<td>Keep patients healthy while growing script volume.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cut days late by 50%.</td>
</tr>
<tr>
<td>Happy Birthday</td>
<td>Patients celebrating a birthday</td>
<td>Add a personal touch!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Patients are 2x more likely to visit you within 15 days.</td>
</tr>
<tr>
<td>Patient Loyalty</td>
<td>Patients who visited pharmacy for first time ever or after a six month lapse</td>
<td>Add a personal touch!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Patients are 22% more likely to bring their next fill to you.</td>
</tr>
<tr>
<td>Will Call Bin Management</td>
<td>Patients who have not picked up a filed prescription</td>
<td>Keep your cash flow moving.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cut return to stock by 30%.</td>
</tr>
</tbody>
</table>

Visit PrescribeWellness University for instructions on recording campaign messages and the text of each campaign message.

https://university.prescribewellness.com/resource-library/campaigns/
Scheduling an OnDemand Campaign

An OnDemand campaign generates calls to a specified list of patients.

You can schedule an OnDemand campaign from the OnDemand screen and manually enter the desired list of phone numbers. Alternatively, from the Patient Engagement Center (PEC), you can send an OnDemand campaign to patients displayed in any table generated by a Quality Metric.

Scheduling a campaign from the OnDemand screen

1. Click on the gear icon in the Control Panel and select OnDemand from the drop-down menu.

2. Input phone number(s) you’d like to receive your OnDemand campaign. Indicate which language you’d like the campaign to be sent in.
3. Select which time you would like for the campaign to be sent. Then, click on Select next to the desired campaign message. Each campaign is labeled either Voice or SMS depending on the type of communication. You can use the drop-down menu labeled Any Campaign Channel to filter between types of campaigns.

Voice Campaigns will be made over a 15-minute period. Once the period has ended, you can begin another OnDemand campaign.

4. Review your selected OnDemand communication. Once you have confirmed the information is correct, click on Send Message to send the campaign. (illustrated below).
Scheduling a campaign from a table

1. Select the patients from the table that you would like to send a communication to. Once you have selected your chosen patients, click on the **Actions** button above the table and select **OnDemand** (illustrated below).

![OnDemand button selected](image)

5. Input phone number(s) you’d like to receive your OnDemand campaign. Indicate which language you’d like the campaign to be sent in.

![Insert Phone Numbers dialog](image)
6. Select which time you would like for the campaign to be sent. Then, click on Select next to the desired campaign message. Each campaign is labeled either Voice or SMS depending on the type of communication. You can use the drop-down menu labeled Any Campaign Channel to filter between types of campaigns.

7. Review your selected OnDemand communication. Once you have confirmed the information is correct, click on Send Message to send the campaign. (Illustrated below).
Creating Customized OnDemand Text Message (SMS) Campaigns

PharmacyGrowth allows you the ability to create and send customized text messages to your patients using the OnDemand feature.

To do so, use one of the methods mentioned in the above steps (Scheduling from the OnDemand Screen [pg. 5] or Scheduling From a Campaign Table [pg. 7]). Once you see the first OnDemand window, follow the steps below.

1. Click on Create New SMS to begin drafting a new Text Message Campaign (Illustrated below).
2. Enter the title for your campaign. Then, enter the message that you want sent out (illustrated below). When you are finished, click Create.

The primary language will default to English. You can add multiple languages using the Add Language button. Please note, this is not an automated translation. You must enter text for each language version you add. The language sent to each patient will be determined by the preferred language displayed in their patient profile.

![Create New SMS Campaign](image)

3. Your newly created campaign will now be available in your list of OnDemand campaigns. Select that campaign for the list, and follow the standard steps for sending out an OnDemand campaign.
Using the Patient Profile

The Patient Profile screen displays information for a specific patient, including opportunities to take action to improve the patient’s health right away.

Opening the patient profile

1. Click on the magnifying glass icon in the Control Panel.

2. Type in the desired patient’s first name, last name, or phone number (illustrated below).

3. As you type, matches appear in a drop-down menu. Select the desired patient from the drop-down menu to open his or her Patient Profile (illustrated below).
Finding the reason for a call

When a patient receives a voice campaign, they will have the option to press 1 to dial back to your pharmacy. If a patient presses 1 to connect to your pharmacy, before the call is connected, the pharmacy will hear this automated message:

“A broadband message customer is calling. One moment please.”

After the alert message has played, the call will be connected and the call can proceed as normal.

If a patient calls you regarding a campaign message he or she received, open the Patient Profile to find the reason for that call.

Use the Communications tab to view the patient’s call history, including date and time, and name of the campaign message. If the campaign is related to a refill, you will see the Show Medications button that will display the medications related to that call.
Opting a patient out of campaigns

If a patient does not want to receive communications, you can opt them out of future campaigns.

Under Contact Preferences, click on the circle below the communication method (VOICE, SMS, or EMAIL) that you would like to suppress. The circle will turn white, indicating that the patient is opted out of that communication method. The circles under GROWTH refer to Pharmacy Growth campaigns; the circles under MEDSYNC refer to StarWellness campaigns.

Note: Follow the same steps to opt a patient back in for future campaigns.

Marking a patient as deceased

When you learn of a patient’s passing, be sure to mark him or her as deceased in the Patient Profile. This ensures that no campaigns are generated for that patient.

1. Under Patient Demographics, click on the blue "No" text above DECEASED (illustrated below).
2. In the Pop-up window, select **Yes** from the drop-down menu labeled **Deceased** (found under the Demographics tab).

3. Click on **Save**.
Cancelling a Campaign Message

Patient data is loaded into the Patient Engagement Center (PEC) nightly; therefore, you may want to cancel a scheduled communication for today if it is no longer needed. For example, a patient may be scheduled to receive a Clinical Refill Reminder campaign message today, but he or she comes into the pharmacy and orders the refill. You want to cancel the campaign message since it is no longer relevant.

To cancel a campaign message:

1. From the PEC, navigate to the Scheduled tab (On the Connections page) and locate the desired campaign message in the Communications table (illustrated below).

<table>
<thead>
<tr>
<th>300 Scheduled</th>
<th>200 In Progress</th>
<th>Completed</th>
<th>Not Connected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actions</td>
<td>CAMPAIGN/ TYPE</td>
<td>PATIENT/ TYPE</td>
<td>CONNECTION/ TYPE</td>
</tr>
<tr>
<td>CONNECT DATE</td>
<td></td>
<td>PHONE</td>
<td>STATUS</td>
</tr>
<tr>
<td>07/20/2017</td>
<td>Pharmacy_Refill Reminder (Proactive) [12/9/2016]</td>
<td>Herrera, Caleb</td>
<td>OnDemand Scheduled</td>
</tr>
<tr>
<td></td>
<td>7778567, 7784296</td>
<td>1015693458</td>
<td></td>
</tr>
</tbody>
</table>

2. Click on the X icon column next to the campaign message you want to cancel.
3. A window will appear asking you to confirm. Click Yes to cancel the campaign, click No to exit.
Managing the No Call List

Use the No Call List (NCL) to suppress calls to a specific phone number, rather than for an individual patient. This is helpful for suppressing calls to group homes or other facilities.

To add a phone number to the No Call List:

1. Click on the gear icon in the Control Panel and select Ncl Management from the drop-down menu.

2. On the No Call List screen, click on Add phones (illustrated below).

3. In the Add Phones pop-up window (illustrated below), type in the name of the person requesting to suppress calls to the number in the Requestor field.

4. Type in the reason for the request in the Note field (optional).

5. Type the phone number in the Phone Numbers field. Include the area code and do not use any special characters (parenthesis, dashes, periods, etc.).

6. Click on Add.

To add a prescription number to the No Call List:
1. Click on the gear icon in the Control Panel and select Ncl Management from the drop-down menu.

2. On the No Call List screen, click on Rx Numbers and then click on Add Rx Numbers (illustrated below).

3. In the Add Rx Numbers pop-up window (illustrated below), type in the name of the person requesting to suppress calls in the Requestor field.

4. Type in the reason for the request in the Note field (optional).

5. Type the Rx number in the Rx Numbers field.

6. Click on Add.
Getting Support

Visit PrescribeWellness University at www.university.prescribewellness.com for more training.

For support requests, please call us at 800.960.8147 or email us at support@prescribewellness.com.