

PHARMACY FOLLOW-UP CALL SCRIPT – REVISED

It is best to take a value-driven approach when making the follow-up calls. You are offering to add value to a patient's life. Try to look at it from the perspective of helping a patient, rather than selling them a service. Don't expect to close the transfer in the first call. Often the lead needs to be nurtured through a series of "touch points". This call is just your first touch point with a potential customer.

Hi, this is {pharmacy team member} from {pharmacy} offering a {free} service called PakMyMeds. PakMyMeds is a simpler, easier way to package your medication in pouches. We offer easy-to-open pouch packaging that organizes your dosage by day, date, and time. I'd love to talk to you more about it.

Am I speaking with {patient name}?

{Response: - } Great! How does it sound to have your medications and supplements packaged for you by us and eliminate pill bottles? We package your medication for you for a full month at a time. Do you take a number of medications?

{Response: -} Do you have any questions for me?

{Response: - } {If they have an objection: Say something positive; depends on what they say.} {If they don't: Keep going.}

{Response: - } Gather information necessary to transfer their prescriptions. Walk them through how the transfer process works.

Thanks. This was very helpful. Now, what questions do you have for me? I'm happy to help you better understand the PakMyMeds Program.

*Etc. Feel free to add/remove questions as needed. **Generally speaking, it's better to ask questions and follow-up questions and let the prospect do most of the talking.** That way you can better understand their situation and decide if they are a good "fit" for your pharmacy and service. It helps them to feel heard, and builds rapport and trust, which are essential to making the "sale." Eventually, the patient will ask about you, your pharmacy and your service. Then you can happily answer and provide the information they want.*

====END SCRIPT====

Different variations:

- Why are you contacting me? Can say: Elevator pitch about PMM. Describe pharmacy, service we offer involves packaging your meds in a more efficient way.

- Voicemail; Can say: “ “
- Distracted person; Can say: “ “ Would it be better to talk to you now or is there a better time to call you back and discuss it further?
- Someone else could fill it out and put contact info of another person; Can say: Elevator pitch about PMM. Describe pharmacy, service we offer involves packaging your meds in a more efficient way.