



CPESN® Pharmacies and Local Network Leadership:

Here is this week's **Sunday Update** on CPESN activities from the past week.

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### **Network Development**

We close out the week with **2,015 participating pharmacies**. Welcome to the pharmacies joining us from Kansas, Maryland, Texas and North Carolina!

The goal is to grow by another 100 pharmacies by the end of January! **We are counting on your help to share with your colleagues** the importance of aggregating together in a CPESN network. Reach out to a pharmacy owner, share CPESN Networks, and encourage them to attend of our upcoming "Introductory to CPESN Networks" webinars. The next one is on Thursday, January 24th at 7 p.m. EST. Send them this link to register: <https://register.gotowebinar.com/rt/1432664038544125442>  
If you know of colleagues that have participated in one of our webinars and are interested in joining a local network, direct them to <http://join.cpesn.com>.

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## **Payer, Purchaser and Partner Engagement**

As I write this, I'm flying home from a meeting with a company that has a chain of substance use disorder clinics across America. They reached out to us owed to an internal champion that happens to be a pharmacist. It was remarkable to me how quickly they "got it" with respect to medication synchronization, but not Pill Pack – rather, the local version built on relationships and fixing problems, regardless of what they are. It reinforced everything I learned at Community Care of North Carolina with our care managers: relationships and local care delivery always trump the call center for patients with medication use support needs.

Some corroboration occurred earlier this week when we inquired about an ongoing program with a network where the engagement rate is 70% (vs. 20% in the in-house call center).

**We can do this y'all!** You are in such a great position (and often don't know it) to be the local hub of care planning and coordination. We've got to break out of the handcuffs you've been given by the spreadsheet cartels and get into services that support medication use (and higher reimbursement when you do).

Shout out to a Western network that is small but mighty. They have a couple of meetings with payers about medication use support services, and interestingly Hepatitis C screening. Also on the docket is diabetes and CCM services. Kudos to them as they feel to me like a "keep pushing until they say yes" type of group.

Speaking of keep pushing, I've noticed that we, as pharmacists, are way way way too polite and deferential and operate that way too often. Of course we want to be professional, with a great value proposition and cordial, with a positive message. But when that doesn't work, or there is a lot of stalling going on with a payer – it's okay to get tactical. We can't let folks push us around. **That's why getting big, while staying small, is so important.** If a payer or partner is tuning us out, we need to get creative to make sure we get their attention. Our staff can help come up with strategies. Every organization has pressure points. I'm proud of your network leaders as many networks are starting to come into their own it this regard and stand solidly on the ground and say, "We provide value, we'll back it up, and we want to be paid for it."



## **Quality**

*Payer Reaction to Pharmacist Care Plans*

This week CPESN USA had a meeting with a Medicaid managed care organization with which CPESN pharmacies have an active payer program. This program includes CPESN pharmacies actively coordinating care with the health plan's care managers, so as part of the program, the health plan will be receiving human readable versions of the care plans pharmacies create when working with the health plan's members. The meeting included the health plan's chief medical officer, director and assistant director of care management, and multiple levels of pharmacy leadership along with CPESN USA staff and local CPESN network leads. CPESN USA shared a sample of the type of information that is contained in the pharmacy care plans. **The health plan staff reacted very positively to the sample pharmacy care plan, saying things like, "that's great information for our care managers to know" and "our care managers can incorporate that information into their care plan for the patient and share it back with the pharmacy" and "is the pharmacy also sharing this information with the patient's medical providers?"**. Needless to say, those comments indicate a high degree of enthusiasm about how pharmacy care plans can provide value to health plan care management and meaningfully assist with coordinating care among different care team members.

We know that many of you are still trying to figure out when and how to begin care planning, and how to get that activity and related documentation into your workflow. We at CPESN USA acknowledge that is no small undertaking, but hopefully the anecdote above helps you understand how essential care planning is to opportunities to work with medical-side payers and partners! Please continue to review the Workflow Wednesday communications when they come out, watch the videos from your vendor, and share both with your staff, so that you can work together to start getting key aspects of care planning into pharmacy workflow.

### *CCM Office Hours*

The **next CCM Office Hours webinar** will be held this Thursday, January 17th at 3 p.m. EST. Click the blue button below to register!

[Register for the CCM Office Hours Webinar](#)



Operations

### **Operations**

#### *CPESN Collaboration Site*

**It is time to celebrate!** Invitations have gone out and the CPESN Collaboration Site is now live! We've reach a critical milestone this afternoon, when we sent out the final invitations to all 2000+ participating pharmacies to join the Collaboration

Site. All participating pharmacies should have received an invitation (check those SPAM/JUNK folders closely!) this week. **Please take the 5-10 minutes to complete your personal profile as well as your pharmacy profile.** You'll need information such as your pharmacy's NPI and NCPDP numbers, your mailing address and physical address, phone numbers, fax numbers, hours, and a few other pieces of information to complete your profile.

If you experience any issues or have any technical questions concerning the site, please do not hesitate to reach out to us at [support@cpesn.com](mailto:support@cpesn.com). If you happen to log in to the Collaboration Site and you DO NOT see your pharmacies associated with your profile – don't worry – just fill out our form located at <http://support.cpesn.com> and we'll do our best to add those pharmacies to your profile as quickly as we can!

The clock starts now! We are monitoring the completion rate closely and when we reach critical mass, we'll be in a position to publish the public-facing Pharmacy Locator. **This is your opportunity to make sure you are on the map – when payers, purchasers, and partners search for CPESN pharmacies, you'll want to be included!** Please take the time this week and complete your profiles!

If you haven't heard, the CPESN Collaboration Site is the login portion of cpesn.com that allows all of us in the CPESN family to keep network and pharmacy profiles up-to-date, share materials, view previously recorded webinars, etc. There are great things scheduled in the coming weeks and months as we add additional functionality and requested features!



Marketing

## Marketing

### *In the News*

CPESN Wisconsin Luminary, Jake Olsen, was featured in the cover story of the January 2019 edition of *Pharmacy Today* in an article entitled, "Little adults? Big kids? Caring for adolescents and teens". To read the whole article, click [here](#).

The [Pharmacist eCare Plan Initiative website](#) is now live. Check it out by clicking [here](#) or visit [www.ecareplaninitiative.com](http://www.ecareplaninitiative.com). It contains some great information on the Pharmacist eCare Plan and its applications in pharmacy. In addition, the Pharmacy Health Information Technology (HIT) Collaborative has added a [Pharmacist eCare Plan section](#) to its "Resource" page.

To see all of the CPESN pharmacies and CPESN leaders in the news, click the Newsroom button below.

[Newsroom](#)

Thanks for being a participating pharmacy. Have a great week!



Sincerely,

A handwritten signature in black ink, appearing to read 'Troy Trygstad'.

Troy Trygstad  
Executive Director

For more information on CPESN®  
Networks, visit [www.CPESN.com](http://www.CPESN.com)

