WPQC Elevator Speeches
Talking points and conversation starters for marketing of the WPQC program

For the Press
- The Wisconsin Pharmacy Quality Collaborative (WPQC) is an initiative of the Pharmacy Society of Wisconsin (PSW) that teams community pharmacies with patients, prescribers, and health plans to improve the quality and reduce the cost of medication use across Wisconsin.
- The vision of this initiative earned national recognition with a $4.1 million, three-year CMS Healthcare Innovations Award. The grant period ended in June of 2015.
- WPQC is being implemented across Wisconsin, with participating pharmacies committing to higher standards of medication review, patient education, quality assurance, and patient safety.
- The initiative involves specially-certified pharmacists meeting with patients to review medication therapies, communicating opportunities to improve medication use with providers, and educating patients on the appropriate use of their medications.

Example Conversation

Person: “So, what does WPQC do?”
You: “The WPQC program optimizes medication use to achieve better patient outcomes.
Person: “How does that work?”
You: “The program teams community pharmacies with patients, prescribers, and health plans to improve the quality and reduce the cost of medication use across Wisconsin. Trained and certified pharmacists and technicians identify opportunities to optimize medication use. This allows for use of more cost-effective medications and decreases in poor health outcomes that lead to ER visits and hospitalizations. Based on previous work, the initiative earned national recognition with a $4.1 million Healthcare Innovations Award from CMS in 2012. The grant period ended in June 2015 and results are pending.”
Person: “Sounds impressive. I would love to hear more.”
You: “I would love to set up a meeting to tell you more. What is the best way to get on your calendar?”
For Patients

- Managing multiple medications, in addition to your health problems, is challenging.
- The Wisconsin Pharmacy Quality Collaborative (WPQC) is a group of pharmacies and insurance companies working together to provide you with high quality care.
- WPQC pharmacies take extra steps to keep you safe, while WPQC pharmacists take extra time to meet with you and talk to your health care providers when you need help.
- WPQC pharmacists are specially-trained to work with you, your health care providers, and your insurance company to help better manage your medications, save you money, and find ways to improve your overall health.
- Working with a WPQC pharmacist will help you better use your medications and medical devices.
- Ask your pharmacist how WPQC can start helping you today.

Example Conversation

Person (comes into your pharmacy): “So, how are you today?”
You: “Great! I’m excited to tell you about a new program in our pharmacy. A pharmacist can meet with you one-on-one to review your medications. Past participants have saved over $25 per prescription.”
Person: “How do you do that?”
You: “We team with your doctors and insurance plan to get you the best medications for less. You could not only be paying less, but your health could improve.”
Person: “This sounds great! What’s the catch?”
You: No catch. All you need to do is set up an appointment and bring in your medications, inhalers, and meters as well as any labs you have.
Person: “Wow, sounds great! I’m interested in getting started.”
You: “Let’s sign you up for your first appointment.”
**For Health Plans/Employers**

- The Wisconsin Pharmacy Quality Collaborative (WPQC) is an initiative that teams community pharmacies with patients, prescribers, and health plans to improve the quality and reduce the cost of medication use across Wisconsin.
- As pharmacy practice continues to evolve towards a more patient-focused, outcomes-driven practice, it is increasingly recognized that pharmacists are ideally situated to improve patient care by optimizing the safe and effective use of medications.
- While pharmacists play a key role in healthcare delivery, it has been challenging for pharmacists to promote their value-added professional services because conventional reimbursement structures often lack the ability to reward higher quality services, thus incentivizing dispensing efficiency and prescription volume over improved patient outcomes.
- Consequently, the Wisconsin Pharmacy Quality Collaborative (WPQC) is an initiative that presents a unique opportunity for pharmacists, patients, prescribers, and health plans to join together with the shared goal of improving patient care through rational, safe and effective use of medications.
- To be differentiated as high-quality providers, WPQC-accredited pharmacies have committed to higher standards of medication review, patient education, quality assurance, and patient safety, while WPQC-certified pharmacists have received additional training to identify opportunities to optimize medication use, communicate these opportunities to providers, and educate patients on appropriate medication use.
- The vision of this initiative earned national recognition in 2012 when the program was awarded a $4.1 million, three-year CMS Healthcare Innovations Award.
- Average return on investment of a pilot study was 5:1 with a 10:1 ROI for cost-effectiveness interventions. Patients who received WPQC services saved an average of $25.34 per prescription filed. (Based on 2009 data)
- Please contact the Pharmacy Society of Wisconsin – (608) 827-9200 or wpqadmin@pswi.org for more information on how we can work with you to improve the lives of your members.

**Example Conversation**

*Person (health plan executive sitting next you on plane):* “So, what do you do?”

*You: “I am a community pharmacist.”*

*Person: “Oh, so you count pills.”*

*You: “Well, actually there’s much more to being a pharmacist; in fact, I am involved in a very exciting program that helps patients to optimize their medication use. The goal is to help improve patient outcomes and typically involves saving the patient money and avoiding negative reactions to medications.”*

*Person: “How do you do that?”*

*You: “We train and certify pharmacists to identify opportunities to optimize medication use, communicate these opportunities with providers, and educate patients on appropriate medication use to decrease hospitalizations and ER visits. Based on past services provided, we’ve seen patients save on average $25 per prescription and health plans realize up to a 10:1 return on investment. Is your health plan involved in any medication therapy management programs?”*

*Person: (explains that they haven’t yet begun and MTM program and seems interested)*

*You: “I would love to have an initial phone conversation with you to discuss WPQC in more detail. What is the best way to get on your calendar?”*
For the Pharmacist

- The Wisconsin Pharmacy Quality Collaborative (WPQC) is an initiative that teams community pharmacies with patients, prescribers, and health plans to improve the quality and reduce the cost of medication use across Wisconsin.
- One of the primary goals of the WPQC program is to help you – as the medication expert – to provide better medication therapy management within your community pharmacy by offering you a unique network of reimbursement and support.
- The vision of this initiative earned national recognition in 2012 with a $4.1 million CMS Healthcare Innovations Award. The grant period ended in June of 2015.
- By optimizing medication use to achieve better patient outcomes, the WPQC program is projected to demonstrate substantial improvement in health of our patients.
- This initiative, these goals, and their potential to advance our pharmacy profession can only be achieved through active participation of Wisconsin pharmacists like you.
- Aprexis, a healthcare software vendor, has developed a web-based clinical management tool that efficiently identifies eligible patients based on clinical logic, offers clinical support throughout an intervention, eases communication with healthcare prescribers, provides integrated documentation of MTM services, and interfaces with commercial payer billing systems. These resources, as well as others, will be made available to you as we work together to improve patient care while reducing healthcare costs.
- For more information on how you can join this statewide initiative, please visit the PSW website.

Example conversation

Person (met at a pharmacy conference): “So, you work for XYZ pharmacy?”
You: “Yes. Work at XYZ pharmacy is great. We are really involved in providing high quality medication therapy management through the WPQC program.”

Person: “I’ve heard of the WPQC program, but don’t know much about it. How does it work?”
You: “It allows pharmacists to be part of a unique pharmacy network supported by PSW and participating health plans. Once the pharmacy is accredited and pharmacists are trained, we are able to provide patient care services for beneficiaries of the participating plans. WPQC uses a healthcare software vendor that provides a web-based clinical management tool that efficiently identifies eligible patients based on clinical logic, offers clinical support throughout an intervention, eases communication with healthcare prescribers, provides integrated documentation of MTM services, and interfaces with commercial payer billing systems. Are you currently offering any MTM services?”

Person: “Mostly XYZ Company for XYZ Part D plan right now.”
You: “With WPQC, you will be able to increase the number of patients you see by working with a variety of payer plans, including Medicaid, Unity, Gundersen Health Plan and United Way of Dane County.

Person: “Sounds great. How can I get more information about signing my pharmacy up?”
You: “More information is available on the PSW website. Feel free to call me if you have any questions.”