

Follow the Dollar



Over 90% of retail pharmacy prescriptions are paid through commercial PBM's, MCO's, and Medicaid plans. **Follow the Dollar** examines the following strategies and tactics to control costs of prescription drugs in the ambulatory market:

- **Prescription Process Flow**
 - Physician to Pharmacist to Patient
 - Rx Claim Adjudication via PBM/Medicaid/Health Plan
 - Financial Funds Flow
 - Pricing Terminology
 - Brand vs. Generic Reimbursement
 - MAC Pricing
- **Evolution of Pharmacy Benefit Design**
 - Major Medical
 - Card Programs
 - On-line Adjudication
 - Open and Closed Formularies
 - Copay Structures

Over the last ten years, PBM's, health plans and state Medicaid programs have employed sophisticated systems to help manage the financial and clinical responsibilities they assume in representing their respective clients. In our **Follow the Dollar** course, we review the business rules established by these payers who help manage the financial spend for each prescription processed:

- **Prior Authorization Process Requirements**
- **Step-Care Therapy**
- **Copay Levels**
- **Clinical or DUR Edits**
- **Patient Deductibles**
- **Quantity or Days Supply Limitations**
- **Mail Service and Mandatory Mail Service**

Several converging factors, such as new and expensive therapies and direct-to-consumer advertising have prompted PBM's/MCO's to move from closed formularies to third tier copays. **Follow the Dollar** examines cost implications from various stakeholder perspectives:

- **Health Plan or PBM**
- **Patient**
- **Pharmacy**
- **Physician**
- **Manufacturer**



Regardless of whether you are targeting new trainees, a seasoned sales force, or a veteran management team, PHSI will develop customized training solutions and interactive case studies to meet your management goals.

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