

CarePoints® FAQs



Table of Contents:

1. General CarePoints questions
2. How does the CarePoints program work?
3. In the pharmacy workflow
4. Cost and opt-outs

1. GENERAL CAREPOINTS QUESTIONS:

What is CarePoints?

The CarePoints program includes sponsored messages targeted and generated for individual patients based on several factors, including disease state, medication history, and refill sequence. Patients may receive a message that increases compliance by reminding them of upcoming refills, letting them know when they are overdue for a refill, or alerting them when they have no refills remaining. Other CarePoints messaging reinforces compliant behavior by printing educational messages welcoming them to therapy or for continuation of therapy.

Since CarePoints is already integrated with the software system, the messages are generated based on the filling history of your patients. All messages generated are relevant to their disease state or medications that they are prescribed. Currently, all CarePoints sponsored messages are designed to target brand drugs.

2. HOW DOES THE CAREPOINTS PROGRAM WORK?

When do CarePoints messages print?

CarePoints messages do not print on every prescription and only print on about 5% of prescriptions. With every prescription that is filled, a message is sent to the CarePoints centralized system to check if there is a program for the patient; if there is, the CarePoints message will be programmed to print at the same time the label or monograph prints.

Can I control the frequency that CarePoints messages print?

We automatically limit the number of CarePoints messages per the sponsor's direction. Contact your software vendor if you would like to deny a specific program or adjust MedGuide and VIS settings.

Will CarePoints messages only print for the drug being dispensed?

The majority of the CarePoints messages that print will be Compliance messages. One type of Compliance message is called an "Off-Cycle" message. The CarePoints system maintains a database of every patient's filling history. This database allows the system to target customers based on an upcoming refill; additionally if a patient is late on getting their prescription refilled, CarePoints may remind them to make sure to stay on therapy.

An example of an Off-Cycle message: A patient is on a particular medication such as Advair. That patient visits the store to get another prescription filled, but their Advair refill is due in a few days or is past due. This patient may get a CarePoints message reminding them not to forget to refill their Advair prescription.

The messages are always therapeutically relevant to the patient.

Why do CarePoints only print on certain drugs?

We solicit sponsorship for certain drugs and triggers associated with that program. We only print when necessary.

Do CarePoints messages print on generic drugs as well as brands?

The program sponsor decides when messaging is relevant. The questions above describe when a program may print on a generic dispense. Additionally, we obtain sponsorship from Consumer Goods and OTC vendors. Information on their offerings may print on generic dispenses.

3. IN THE PHARMACY WORKFLOW:

What is the pharmacy staff's role/responsibility for the CarePoints program?

The pharmacy's role is to distribute CarePoints messages to the patient along with their prescription, and ideally to have a related discussion with the patient. Each CarePoints message will include the pharmacy name and address and the patient's name.

Will the CarePoints program slow down or interfere with my workflow?

The messages are automatically collated with the printing of the prescription label and monograph, so it is completely seamless to the current workflow and provides minimal disruption. Communication with the central CarePoints system happens in real time and takes less than a second to complete.

4. COSTS AND OPT-OUTS:

How much does the CarePoints program cost the pharmacy?

Nothing! In fact, you will generate revenue for participating in this program. Every time a sponsored message prints, you will be paid to include it with the prescription for pick up. The amount that you receive will more than pay for the cost of paper and toner. Your payments will be received quarterly directly from the software vendor.

Also, there is no obligation to participate. If you decide that you no longer want to participate in this program, you can cancel the service at any time.

How can a patient opt-out of the CarePoints program?

At the bottom of each CarePoints message is an opt-out line. The customer can call the number listed (1-877-345-1601) and follow the instructions they receive on the phone.

Contact Information

For all CarePoints questions:

Email: Retail.Sales@PDR.net
Phone: 888-501-1669 (Toll-Free)

Submit ValueAdd requests to:

Email: ValueAdd@PDR.net