

Alternate Site Pharmacies

Business Growth Solutions

Physician Outreach Program

Grow your alternate site pharmacy business by targeting new referral streams

Today’s market is tough: you are busier than ever, facing increasing costs, changing reimbursement and aggressive competition. Your alternate site pharmacy needs to run at maximum efficiency, and identifying new sources of revenue can be a challenge. With access to in-depth prescriber data and the ability to search for potential new referral streams, plus resources to help you increase your marketing outreach, the McKesson Physician Outreach Program is an easy-to-use, comprehensive tool that helps you attract new customers, increase your efficiency and grow your business.

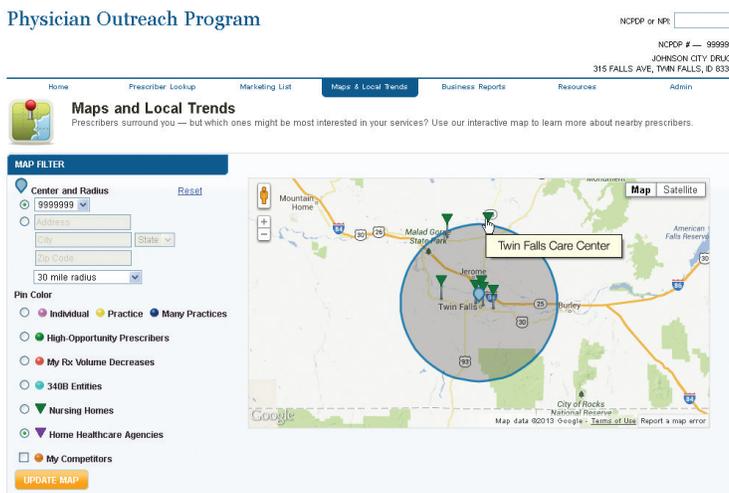
Attract new customers

With access to more than 1 million detailed records, updated monthly, you can:

- **Establish a new niche.** The tool allows you to search by up to 30 specialty areas. For example, if you’re looking to grow your infusion business, you can easily locate and target specialists that tend to prescribe infusion therapies for their patients — such as endocrinologists who treat patients with diabetes, or neurologists who treat patients with multiple sclerosis. By making specialists aware of your services, they can recommend your pharmacy to patients for follow-up.
- **Identify new sources of revenue,** such as skilled nursing facilities, home healthcare agencies, or 340B hospitals in your service territory. You can promote your specialized offerings, and these new sources of revenue can diversify your business for continued growth.
- **Build relationships.** With increased awareness of local prescribers and providers, your pharmacy can build its expertise and ultimately establish deeper relationships that increase your referral stream.

“ Our pharmacy has found the Physician Outreach Program very beneficial. Many times we will get an order that has a prescriber name scrawled on it ... if we can read the DEA number then we can use the reverse lookup feature to find the doctor, more quickly than ever before. We have also found the marketing list really useful to pull up prescribers by their specialty and target marketing messages to them. Overall, the tool is easy to use and definitely adds value to our business. ”

— President of a long-term care pharmacy in the South



Save time and increase efficiency

This easy-to-use, online search tool allows you to verify valuable prescriber information, such as:

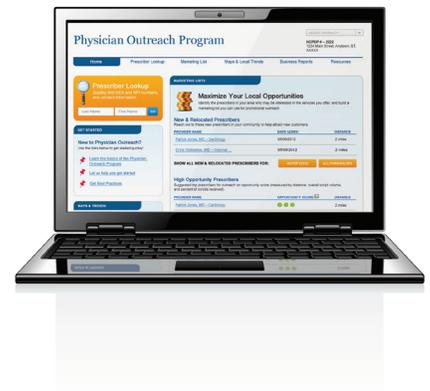
1. **DEA and NPI numbers (including DEA schedule class codes and DEA expirations)**
2. **Medicare Exclusion list alerts**
3. **Prescriber phone and fax numbers**

You can also do a “reverse lookup” if you have the DEA number but don’t recognize the physician name on a script. With all information in one convenient location, you can fill scripts faster and more accurately today.

Customize your marketing plan

The Physician Outreach Program provides a variety of marketing resources that can help you:

- **Build custom marketing lists** with one click to develop a targeted outreach plan
- **Learn best practices** with a growing online resource library and marketing plan templates to help you execute a successful marketing campaign



Ready to get started?

For a little more than \$1 a day, you’ll get access to a breadth of data and resources that make marketing and business planning easier than ever.

- Enroll today by visiting www.physicianoutreachprogram.com
- Access the program on McKesson *Connect*SM > Physician Outreach Program
- For questions or to request a demo:
 - Email physicianoutreach@emg3.com
 - Call 888.884.4660, ext. 321 M-F, 8:30 a.m. – 7:00 p.m. EST
 - Contact your account manager

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