Optimizing Patient Use of Medicare OTC Cards and Front-End Sales

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Disclosure Statement

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Pharmacist and Technician Learning Objectives

1. Review strategies for identifying which patients have plans that include OTC card benefits.

2. Discuss workflow processes and considerations for processing Medicare OTC card purchases.

3. Summarize merchandising and marketing strategies for encouraging patients to utilize their Medicare OTC card benefit.
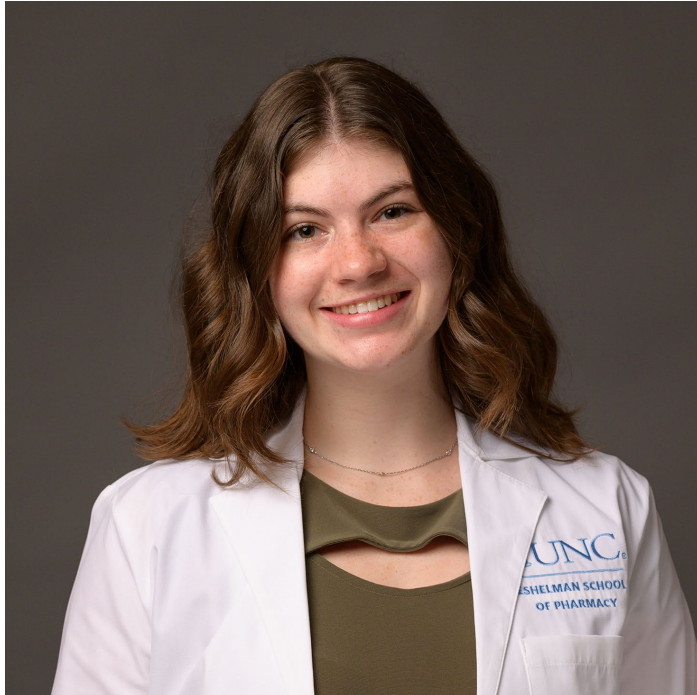
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Acknowledgement

Content creation and presentation development by Molly Meyer, PharmD Candidate, UNC Eshelman School of Pharmacy, Class of 2028

Medicare Advantage OTC Benefit Cards

How do Medicare Advantage OTC benefit cards work?

Why should I accept Medicare Advantage OTC benefit cards?

Which cards should I accept?

- Which cards are popular amongst my patients?
- Which cards are integrated with my point of sale (POS)?
- What are the transaction fees associated with each card?
- What is required of me to receive payment from the card vendor?

What You Need to Know to Get Started

1

Getting Terminals Set Up

2

Identify Patients That Have Opportunities to Use an OTC Card

3

Develop Marketing Materials

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Identifying Eligible Patient Plans

Search by BIN

Ask Patients at Point of Sale

Discover Critical Expiration Date

Challenges

- **Adding Products to the Terminal**

- **Customer Transaction is Delayed**
  - Multiple transactions (and reconciling w/daily sales report)
  - Trial and error to identify eligible products

- **Custom line products**
  - Knowing who to contact
  - Timely process

- **Correctly adding Medicare plans into dispensing system**

- **Card vendors have online shopping available**

Models for OTC Card Optimization in Workflow

1

Personal Shopper

2

Keeping an Onsite Ledger

3

Delivery (at-home) Patients

Personal Shopper Model

A member of your staff will call eligible patients and add their desired OTC products to their current prescription fills.

Onsite Ledger Model

Keep a running total of OTC card balances at POS and reach out to patients when their balance is about to expire.

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OTC Medication List

MOOSE PHARMACY
(704) 283-8131

Pain:
- GNP Acetaminophen 500 mg, 100 Capsules
  - Cost: $X.XX
  - **Compare to: Tylenol**
- Major Acetaminophen 500 mg, 50 Capsules
  - Cost: $X.XX
  - **Compare to: Tylenol**
- Rugby Naproxen 220 mg, 50 tablets
  - Cost: $X.XX
  - **Compare to: Aleve**
- GNP Ibuprofen 200 mg, 100 tablets
  - Cost: $X.XX
  - **Compare to: Advil**
- GNP Diclofenac Sodium Topical Gel 1%
  - Cost: $X.XX
  - **Compare to: Voltaren**
- Aspercreme 4% Lidocaine patch, 3 patches
  - Cost: $X.XX
- GNP Aspirin 81 mg chewable, 36 tablets
  - Cost: $X.XX

Stomach:
- Perrigo Clear Lax Powder, 238 g
  - Cost: $X.XX
  - **Compare to: MiraLAX**
- GNP Stool Softener Laxative, 100 softgels
  - Cost: $X.XX
  - **Compare to: Senna Plus**
- Major Anti-Diarrheal 2 mg, 24 softgels
  - Cost: $X.XX
  - **Compare to: Imodium**
- GNP Regular Strength Antacid, 150 tablets
  - Cost: $X.XX
  - **Compare to: TUMS**
- GNP Milk of Magnesia Original Flavor, 12 oz.
  - Cost: $X.XX

Cough & Cold:
- Ricola Original Herb Cough Drops, 21 Drops
  - Cost: $X.XX
- Halls Defense Cough Drops (Citrus)
  - Cost: $X.XX
- Mucus DM, 20 tablets
  - Cost: $X.XX
  - **Compare to: Mucinex DM**

Allergy:
- GNP Loratadine 10 mg, 30 count
  - Cost: $X.XX
  - **Compare to: Claritin**
- GNP Fexofenadine 180 mg, 15 count
  - Cost: $X.XX
  - **Compare to: Allegra**
- GNP Cetirizine 10 mg, 25 softgels
  - Cost: $X.XX
  - **Compare to: Zyrtec**
- GNP 24 hr. Nasal Allergy Spray (144 sprays)
  - Cost: X.XX
  - **Compare to: Flonase**
- GNP diphenhydramine 25 mg, 24 tablets
  - Cost: $X.XX
  - **Compare to: Benadryl**

Moose Brand Vitamins:
- Calcium D+, 90 softgels
  - Cost: $X.XX
- Vitamin D3 (1,000 I.U.), 100 capsules
  - Cost: $X.XX
- High Potency Omega-3 Fish Oil, 120 softgels
  - Cost: $X.XX

Delivery Menu of Featured OTC Items

- Create a way for your at-home patient population to use their benefit cards too.

- Create a Delivery OTC Medication List

- Patient can call in or circle items on the list and give it back to the delivery driver

- Update your menu monthly or quarterly

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Marketing Strategies

General

Informational Posters

Window/Street Marketing

Stickering Eligible Products

End Cap Display

Patient Personalized

Tagging Patient Bags Based on Targeted Insurance Plans

Verbally Informing Patients of their Coverage at POS or on the Phone

OTC Menu

Resources

NCPA Explainer: Medicare Low Income Subsidy Accessed at:
https://ncpa.org/sites/default/files/2024-05/ncpaexplainer_medicaresubsidy.pdf

Enroll in OTC Network (Terminal)
Contact: indyoperations@incomm.com

Enroll in Nations Benefit (Terminal)
Contact: independentretailer@nationsbenefit.com

S3 Card (for United Health and Humana)
support@s3merchantlink.com

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Questions?

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