CMR Basics
Who can receive the service?

Ideally, review medications with the patient.

If patient is unable, complete the CMR with an appropriate patient representative:

- Family member
- Caregiver
- Healthcare provider

*Include the person who manages the patient’s medications for the best results*
How can the CMR be delivered?

• Face-to-Face
  • Preferred method
  • Potential to identify more medication-related problems/disease states not well-managed
  • Better gauge patient’s understanding

• Phone
  • Secondary alternative to F2F
  • Prior authorization may be required

• Telehealth
Is prior authorization required?

For phone-based CMRs:
- Most plans allow CMRs by phone if the patient cannot meet face-to-face
- Check for PA requirement first
  - Hover over opportunity link in MTM Opportunities queue
  - Check CMR documentation for delivery options
  - Still have questions? Call (877)237-0050
- In some cases, CMRs by phone are not allowed
  - Look for alert at top of patient profile
Pick the best person for the job
Making the Offer

• Personality/salesmanship matter
• Use support staff
  • Every user should have own unique profile
• Call in advance or offer at register
• Always make sure you have the right person before disclosing PHI
Make them an offer they can’t refuse
Successful Offer Language

• Smile!
• Keep it simple
  • “It’s time for your annual medication review.”
• Assume acceptance
  • Avoid yes/no question
  • Offer choice of time
    • Ex: 10 AM or 2 PM
• Reference letter from health plan
Successful Offer Language

• Schedule CMRs with other things
  • Picking up refills
    • Medication synchronization works great with this!
  • Immunizations

• Use an issue within a TIP
  • “I have a concern about one of your medications that I would like to talk with you about.”
Successful Offer Language

• Language to avoid
  • CMR
  • MTM
  • Service
  • “Insurance requires this”

• What’s in it for them?
  • No additional cost/part of benefits
  • One-on-one time with pharmacist
  • Look at whole picture (OTC, Rx, supplements)
  • Coordinate with prescriber
Successful Offer TIPs

• Don’t forget to close the offer
  • Repeat date and time
  • Give the pharmacist name
  • Remind patient to bring medications, OTCs, supplements
  • Consider writing it down or emailing confirmation
Change “no” to “yes”
“I already do this with my doctor.”

First, reinforce this behavior.

“I’d still like to review medications with you.”

• It’s good to review medications as a whole and will help me understand your regimen.
• Sometimes it is beneficial to get a second pair of eyes to make sure everything works well together and to look for cost savings.
• I can review medications that were prescribed by other doctors.
• Let’s make sure any OTCs or supplements you take are safe to use with other medications.
“I don’t have time.”

“I am happy to schedule at a convenient time. When will you be at the pharmacy next?”

“It doesn’t take long.”

• I’ll just make sure my list matches what you’re taking. If I have questions or concerns, we’ll discuss them along with any questions you have.
• And, this review is part of your benefits, so it doesn’t cost anything.
“I don’t have questions.”

“The pharmacist might have some.”

• He/she can look for cost-saving opportunities.
• The pharmacist can look for side effects that you may not be aware of.
“I can’t come to the pharmacy.”

“The pharmacist can talk to you on the phone.”

• Check for PA requirement before making the offer!
“I don’t handle my medications.”

“That’s ok. Who takes care of your medicines for you? We can talk with him/her.”

• Best practice: include caregiver and patient together
What is the best way to try to offer a CMR again if the patient refused last time?

- Emphasize that the review is also for you, as the patient’s pharmacist, to better understand their drug regimen and healthcare goals
- Discuss during other patient interactions that occur at the pharmacy
  - Major change in drug regimen after new diagnosis
  - Questions about an OTC he/she wants to try
  - Patient inquires about which immunizations they need
  - Questions about a side effect
  - Using another pharmacy service, like medication synchronization
You got a “yes.” Now what?
Next steps

• Add the CMR appointment to the patient’s OutcomesMTM profile

• Make time for pre-work to devise your talking points
  • Review TIPs
  • Review Rx history

• Set a reminder to contact the patient 24-48 hours in advance of the appointment
  • Important to avoid no-shows
  • Remind the patient to bring medications
Additional Resources

- Resources section
  - CMR Worksheet
  - CMR Workflow
  - DRAW Tool
  - Best Practices for Star Rating services
  - OutcomesMTM for Pharmacy Technicians
  - More on MTM – Webinar video links

- YouTube videos
  - Patient barriers
  - Before
  - During
  - After

- Provider Resources!
  - M-F, 7 AM-7 PM, Central Time, (877) 237-0050
Takeaways

- Check for PA code requirement
- Assume the answer is yes (and smile!)
- Consider schedule efficiencies
- Be persuasive/sell the benefits
- Schedule appointment in the platform
- Make reminder calls