# Retail to Mail Order Pharmacy Program - Talk Track

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**Description:** Talking points to use when presenting the Retail to Mail Order program to members after authentication.

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| Presenting the Opportunity |

This program is:

* Designed as a savings and convenience tool for plan members to convert their maintenance medication from 30-day retail to 90-day Mail Order prescriptions
* Available at no additional cost to plan members (if program provided under benefit plan)
* To participate in the program, members can enroll a prescription (Rx number) in one of two ways: On-line at the Member Web Portal or by calling Customer Care
* Allows plan members who have eligible prescriptions on eligible accounts to choose to have their Mail Order prescriptions automatically refilled, once enrolled, refer to [Automatic Refill Program (ARP) (022387)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=89a5f1e4-2fea-404a-a5f8-6e50549eb3de).

Members may give verbal signals that will assist CCRs presenting an opportunity for the Retail to Mail Order program to be discussed after successful authentication. When speaking with callers it is important to listen for queues such as:

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| **The Member Says…** | **The CCR Responds…** |
| It is **inconvenient having to go to the pharmacy** several times a month EVERY month, I have multiple prescriptions, and they are not on the same refill schedule.  The **closest pharmacy** from me is 15 minutes away.  Why can’t I **buy it in bulk**?  When it snows it is **hard for me to get out** of the house to pick up my prescriptions.  My (retail) **copay is too high**!  It takes so long to fill prescriptions at my pharmacy, I always have to **wait in line.** | Well, let me tell you about switching your prescriptions from retail to Mail Order…  Refer to [Suggested Script](#_Suggested_Script) for information on presenting this opportunity. |

Remember, if the right opportunity does not present itself then use Consultative Call Flow (CCF) as your guide to consult with members by educating them on products and services. Refer to [Universal Care – Consultative Call Flow (CCF) Process (095822)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c954b131-7884-494c-b4bb-dfc12fdc846f).

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| Key Message Points |

The following are key message points that should be stated to the member:

**Opportunity:**  You can save just by having your prescriptions filled in a 90-day supply through our Mail Order pharmacy.

**Benefits**

* **Save Time:** Icon - Callout Your prescriptions are delivered right to you. That means fewer trips to the pharmacy.
* **Save Money:** Icon - Callout You can save; let me calculate the estimated savings for you.

**CCR:** Run a [Test Claim (004573)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=59c4e7fa-4a87-43c4-89cd-5d4f8c6c3421) for the member to calculate their estimated savings.

* **Save Effort:** Icon - Callout We will contact your doctor for you for a 90-day prescription of your current prescriptions.
* **Stay in Control:** Icon - Callout Manage your prescriptions including refills online or by phone.

**Action:** Icon - Callout Let’s have your prescriptions filled in a 90-day supply delivered through our Mail Order pharmacy.

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| Suggested Script |

The following suggested script may be discussed after successful authentication.

**Transitional Statement**

Icon - Callout You may save time and money by having your prescriptions filled in a 90-day supply through our Mail Order pharmacy and delivered right to your home or preferred location.

**Benefits**

Icon - Callout There are many benefits in choosing to have your prescriptions filled in a 90-day supply through our Mail Order pharmacy. You will save time since your prescriptions will be delivered right to you, which means fewer trips to the pharmacy. You can save money too! Let me calculate the estimated savings for you.

**CCR:** Run a [Test Claim (004573)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=59c4e7fa-4a87-43c4-89cd-5d4f8c6c3421) for the member to calculate their estimated savings.

**Program Education**

Icon - Callout Getting started with our Mail Order pharmacy is quick and easy, it will only take a few minutes to transfer your prescriptions. We will reach out to your doctor for a 90-day supply prescription of your medication which will then be filled by one of our Mail Order pharmacies and shipped directly to the location of your choice.

Icon - Callout When obtaining new prescriptions from your provider, we will make two attempts to contact your doctor by fax for your prescription. When we receive the prescription from your doctor, it will take up to five business days to process and will ship the next business day. We will make two attempts to reach your doctor, if we are unable to reach your doctor within five days, you will receive a notification call. You can also receive automated messages about your prescriptions when we set up your profile.

**CCR:** Wait for member to acknowledge permission and register outcome. Refer to [Health Engagement Engine (HEE)- View Opportunities (022708)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c2732a43-0453-4dab-a245-537dbe97d1e0).

**Request new prescription from doctor:** Perform the process as listed under Initiate a New Rx Request, refer to [Obtaining a New Prescription (Rx) for the Member (058827) (027674)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=918203d3-2d76-4044-b2d9-0ced0504d471).

**Enroll member in Messaging Preferences**,refer to[Obtaining an Email Address and Managing Messaging Platform Alerts (027674)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=918203d3-2d76-4044-b2d9-0ced0504d471).

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| Overcoming Objections |

Some members may have concerns about participating in Retail to Mail Order, to address these concerns, refer to the [Retail to Mail Order Program Overcoming Objections Index (086367)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=6a3da369-1d0b-4fdf-829f-0e6e9119e02b).

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| Frequently Asked Questions |

The following are frequently asked questions about the Retail to Mail Order program. All conversations should be after successful authentication.

**Q1 - Do I need to be home when my prescriptions are delivered?**

Icon - Callout No.

**Q2 - How will my temperature-sensitive medications be delivered?**

Icon - Callout Safety and security are important so we use plain, unmarked and temperature-sensitive packaging to protect your medicine as needed.

**Q3 - What is the relationship between you and my health plan/employer? (After authentication only)**

Icon - Callout Your employer or health insurance provider hired us to administer your prescription benefits.

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| Related Documents |

[Customer Care Abbreviations, Definitions and Terms (017428)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c1f1028b-e42c-4b4f-a4cf-cc0b42c91606)

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