# Maintenance Choice® Program Overcoming Objections

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**Description:** Members may have objections to signing up for programs. The table below provides examples of appropriate responses for these objections to be discussed after successful authentication.

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| Key Message Points |

If the right opportunity doesn’t present itself then use the [Universal Care – Caller Authentication (004568)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=bcb8da72-5501-4631-b9fd-fe675bc4a1fd) and [Universal Care – Consultative Call Flow (CCF) Process (095822)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c954b131-7884-494c-b4bb-dfc12fdc846f) as your guides to consult with members by educating them on products and services.

The following are key message points to state to the member:

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| **Message Points** | **State to the Member** |
| Opportunity | Icon - Callout You may be able to save money just by having your long-term medications filled in three-month supplies. 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. |
| Benefits | Icon - Callout Choose where to fill maintenance prescriptions either by Home Delivery or at Select Participating Pharmacies.  Icon - Callout When you fill your long-term medicines every month at your current retail pharmacy, you’re paying more than you need.  Icon - Callout No more monthly pharmacy trips. Plus, with mail service, your medicine is delivered right to you. That means fewer trips to the pharmacy and the gas pump.  Icon - Callout We will contact your doctor for you for a three-month prescription of your current medicine. |
| Call to Action | Icon - Callout Changing to a three-month supply is easy. We’ll do all the work for you by contacting your doctor. I just need to verify some information with you. Shall we get you started now? |
| Locating Select Participating Pharmacies | You can log into Caremark.com to find Select Participating Pharmacies covered under your plan by using the pharmacy locator tool or to start home delivery by mail. (Aetna members can log into the Aetna Member Website). |

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| Suggested Script |

The following suggested script may be discussed after successful authentication.

Transitional Statement:

Icon - Callout According to my records, you are not currently taking advantage of a benefit that could save you money just by having your long-term medications filled in three-month supplies. 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.

Benefits:

Icon - Callout There are two ways you can take advantage of these great savings. Fill your three-month supply at any Select Participating Pharmacies or have them shipped to your home at no additional cost through our Home Delivery service pharmacy.

Icon - Callout When you fill your long-term medicines every month at your current retail pharmacy, you may be paying more than you need! We can also help you avoid monthly trips to the pharmacy. Which choice do you think would work out better for you?

Program Education:

Icon - Callout Changing to three-month supply is easy. It will only take a few minutes to enroll you in the program. Shall we get you started now?

Icon - Callout If your doctor has written a prescription for a three-month supply, you may take it to any Select Participating Pharmacies to have it filled or it can be filled through our Home Delivery service; or if you have existing Home Delivery service prescriptions, I can assist you with having the three-month supply filled at your local Select Participating Pharmacies.

Icon - Callout If not, we can reach out to your doctor to assist you with obtaining a three-month supply of your prescription.

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

Refer to Initial Enrollment within [Handling Maintenance Choice Calls (021863)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=e0d014db-0726-40a1-bf1b-c48f9fbdabb3).

Initiating a mail to retail Maintenance Choice prescription transfer, refer to [Create Opportunity and Maintenance Choice (MChoice) Transfer (021315)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=0a402678-3e98-4204-b4cf-08a5e9d5f68b).

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| Objections about the Hassle |

In the **Examples** below, the member is expressing concerns about the complexity and difficulty of mail service that may prevent them from moving their prescriptions from Maintenance Choice® Voluntary.

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| **Objection** | **Response** |
| Process to change my medications is confusing and hard. | We want to make it quick and easy for people to sign up for this service. We can walk you through the process now, and it will only take a few minutes of your time. |
| I’ve used mail service before and I don’t like it. I prefer to go to a local pharmacy. | One of the benefits of Maintenance Choice is that in addition to mail service, you also have the option of receiving a three-month supply at Select Participating Pharmacies at the same Home Delivery copay. You can continue to go to a local Select Participating Pharmacy while still taking advantage of the cost benefits of the program. |
| What is the relationship between you and my health plan/employer? | Your employer or health insurance provider hired us to administer your prescription benefits. |
| Do I have the option to change back from 90-day to 30-day? | Yes, you have the option to change back to a monthly prescription. |
| What should I do if I cannot pick up my prescription on time at the pharmacy? | The Pharmacy will hold your prescription for a certain number of days. After that it will be taken off the shelves. Once you come into the pharmacy to pick up your prescription, your pharmacist will refill it for you. |

Refer to [State of Minnesota MChoice/Maintenance Choice Benefit allows Filling at Other Network Pharmacies (059164)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=de0bd783-679e-4ecb-8663-59ae37e26e21).

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| Objections about Prescription Changes |

In the **Examples** below, the member is expressing concerns about potential changes that may impact their prescriptions and prevent them from participating in Maintenance Choice Voluntary.

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| **Objection** | **Response** |
| My doctor may change my medication. | You can remove the previous prescription and replace it with the new one.  **Example:** One of the benefits of Maintenance Choice is that you can fill your maintenance prescriptions for a three-month supply at Home Delivery or Select Participating Pharmacies, for the same mail service copay.  If your doctor changes your medication and you need your new prescription right away, you can fill it at any Select Participating Pharmacies. |
| My doctor may tell me there is a chance I can stop taking my medication. | You should speak with your doctor on a regular basis to find out if this is the appropriate medicine for you. You can discontinue getting the prescription in the mail at any time and refill your short-term prescriptions at the retail pharmacy. |
| My doctor is changing my prescription strength/dosage. | You would probably want to wait until your doctor changes your prescription. Once you have your new prescription, you can receive it either through Home Delivery pharmacy or take it to a Select Participating Pharmacies to fill for a three-month supply at the mail service copay. If you have other prescriptions that are not changing, I can walk you through how to fill those at Home Delivery pharmacy service or a Select Participating Pharmacies for the three-month supply at the mail service copay. |

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| Objections about Cost |

In the **Examples** below, the member is expressing concerns about the cost of moving their prescriptions from Maintenance Choice Voluntary.

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| **Objection** | **Response** |
| I don’t like paying for a three-month supply four times a year versus paying each month for a one-month supply. | When you fill your long-term medicines every month at your current retail pharmacy, you may be paying more than you need!  You can save gas when you avoid monthly trips to the pharmacy. I can perform a price estimate to show you how much you’ll save then you can decide which choice would work out better for you?  We also accept all major credit cards and electronic checks.  **CCR:** Review the CIF for Opt Out options. If available follow the instructions in [Maintenance Choice Opt Out (058982)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=20791340-d563-44f1-a4ef-e7d39a495112). |
| Why can’t I buy in bulk?   * I really like my local pharmacist. * Even with your automated reminders, I always forget to (mail) order my medication on time. * My plan is limiting my refills (30-days refill limitation), but I don’t want to have to wait for the mail. * Taking the time to call you to get my 90-day refill is frustrating. * 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 our Maintenance Choice program…  **CCR:** Refer to [Suggested Script](#_Suggested_Script) for information on presenting this opportunity. |

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| Related Document |

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

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