

propel^{Rx} X Patient App

App Enrollment Best Practices



Engage patients at drop-off or pickup

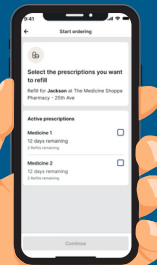
At your first point of contact with the patient, ask whether they have downloaded the app. This could be at drop-off, over the phone during a refill request, or when a transfer-in is requested. Patients will embrace the app faster if your team demonstrates how to use it.

Train your team so they know how to set up enrollment and guide a patient through downloading the app, registering their account, and placing prescription orders. Encourage your patients to order future prescriptions using the app. This will save you many minutes of future time.



Link patients with their caregivers

Ensure family members and caregivers are appropriately linked in Propel Rx. This allows prescriptions to be ordered by parents for their children and caregivers for those in their care.



Engage seniors

Challenge the misconception that seniors do not want to, or are unable to use the app to order prescriptions.

The biggest hurdle for seniors is getting the app set up on their phone. Have your team assist with this. Given the high volume of prescriptions that seniors account for, the return on investment is well worth it.



Design a sales pitch

Ensure your pharmacy team has a common message when communicating with patients about the merits of the app for maximum impact.

“Our pharmacy is now using the app for all refill requests. Let me show you how you can use it to easily order your refills. It will also allow us to send a message when your refill is ready for pickup.”



Motivate your team

When milestones are reached, offer rewards for your team like a pizza lunch for every 50 enrolled patients.

As more app prescriptions appear on the Workbench and fewer calls come in for refills, motivation will grow.



Designate a support personnel

Assign a dedicated team member to be the main pharmacy contact for all app related technical support.



Redirect to the app

If your pharmacy has a website or microsite, direct all refill requests to the app. Remove the option to order via email.

If your pharmacy has an IVR system, instruct callers to download and order prescriptions from the app instead of leaving a voicemail.

Create reminders

Use Bag Clippers to remind team members to discuss the app with patients at pickup if they ordered prescriptions over the phone.

These are not for patients to take home but rather serve as reminders for your team.

