

INTERNAL COMMUNICATIONS PLAN

Mail Order Pharmacy Services for SCL Health Associates

June 17, 2014

BACKGROUND

SCL Health associates and their covered dependents¹ can order prescriptions through a mail order pharmacy service no matter where they are located. The service has been available to associates since 01/01/2014. By using this service, they can take advantage of medications at a lower cost through SCL Health's non-profit purchasing program. This convenient service delivers prescriptions in a timely manner.

Pharmacists are available to answer questions Monday through Friday from 7:30 a.m. – 10:00 p.m. As demand for services increases, so will hours of operation and availability. Pharmacists are also available Monday through Friday for medication-related consultations.

The mail order service is being managed by the Pharmacy staff at Good Samaritan Medical Center (GSMC). A comprehensive business plan has been developed for implementation.

How does the service work?

Associates complete an order form which can be mailed, faxed or emailed to the GSMC Pharmacy. Associates can obtain the form on The Landing (associate portal) or by going to sclhsbenefits.com. Associates who work on-site at GSMC can take their order to the pharmacy located on the first floor of the hospital.

When the initial prescription from the doctor is included with payment information, the order is shipped via FedEx. Associates and dependent family members should allow 7-10 days for delivery.

The mail order pharmacy can fill new prescriptions or prescription refills. A wide array of prescription medications can be ordered through the mail order service. For more information, associates should contact the GSMC Pharmacy.

The service is available only to associates enrolled in CIGNA PPO or CDHP plans².

OBJECTIVES

THE MAIL ORDER PHARMACY is intended to:

- Lower costs for SCL pharmacy benefits.
- Decrease out-of-pocket expenses for associates and dependent's prescriptions.
- Improve the quality of service provided to our associates.

¹ "covered dependents" includes those whom the associate claims on IRS tax returns

² Associates with Kaiser Permanente plans will continue to have their prescriptions filled at KP facilities

COMMUNICATION GOALS

This internal communication plan outlines recommended tactics and timeline for key stakeholders at Good Samaritan Medical Center (GSMC), although other locations are referenced throughout the plan.

While there was some communication during the initial rollout of the service in during open enrollment for 2015, a more coordinated, consistent communications plan is required to inform and educate associates across the system about this service.

A system-wide plan is being developed at SCL Health System Services to determine how to communicate the information to other care sites and ancillary locations within the SCL Health system.

- To make associates aware of the mail order pharmacy service.
- To communicate information that is helpful to associates about how to use the mail order pharmacy service.
- To deliver consistent messages to identified audiences about the mail order pharmacy service.
- To support business development efforts to build alignment with key goals and outcomes.
- To support System-wide internal communications efforts as needed.

AUDIENCES (KEY STAKEHOLDERS)

- SCL Health Associates (at all care sites and ancillary locations)
- Physicians
 - Internal (medical staff)
 - External (EPN and community)
- GSMC Volunteers

KEY MESSAGES

1. SCL Health associates and their covered dependents can order prescriptions through a mail order pharmacy service no matter where they are located.
2. By using this service, they can take advantage of medications at a lower cost through SCL Health's non-profit purchasing program.
3. This convenient service delivers prescriptions in a timely manner.
4. SCL Health associates and their dependents can order a wide array of prescription medications by completing an order form.
5. Order forms can be found on the SCL Health benefits website or The Landing.
6. The service is only available to associates enrolled in CIGNA PPO or CDHP plans.

EVALUATION

The success of this plan will be determined by the number of mail order prescriptions placed by associates and patients.

COMMUNICATION TACTICS & TIMELINE

Audience / Key Stakeholders	Suggested Tactics	Timeline
SCL Health Associates	Associate newsletter - <i>In The Know</i> (GSMC) Brochure Poster / Flyer The Landing Caring Spirit Information tables Department Huddles (meetings) Benefits Fair Direct Mail (TBC) Associate Meetings - <i>Summit Meetings for Associates</i> (CO) Road Show by Pharmacy Staff - Revenue Service Center (CO) - Golden Hill (CO) - Diamond Hill (CO) - System Services (CO) - EPN (CO) - LMC - SJH - SMGJ - other locations TBD	July
EGSMC Physicians and Medical Staff	- Announcement on screen in Main Physician Lounge - Poster in Physician Lounges - <i>Physician eNews</i> article - <i>Doctor's Mailbag</i> - PowerPoint Presentation (TBC) - Fact Sheet (TBC) - Brochure - Direct Mail (TBC)	July
Volunteers	- Volunteer newsletter - <i>Summit Meetings for Associates</i>	- July - July, November

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KEY MESSAGES FOR INTERNAL STAKEHOLDERS

These *Key Messages* are intended to be a resource to help associates and key stakeholders understand the details of this service.

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- This convenient service delivers prescriptions in a timely manner.
- SCL Health associates and their dependents can order a wide array of prescription medications by completing an order form.
- Order forms can be found on the SCL Health benefits website or The Landing.
- The service is only available to associates enrolled in CIGNA PPO or CDHP plans.

QUESTIONS AND ANSWERS for Associates and Key Stakeholders

This section is an internal tool to help answer common questions from key audiences and stakeholders. *External inquiries from SCL care sites and/or physicians should be directed to Doug Malcolm at 303-689-6121 or 1-855-235-4301.*

Q: What do I need to do to get started?

There are two steps to get started at the GSMC mail order pharmacy:

Step One: Complete the mail order form for each member in the family. This form can be emailed, faxed, or mailed to the pharmacy (address and fax located at bottom of form).

Step Two: Send new prescriptions to the GSMC Mail Order Pharmacy. Your doctor can send prescriptions electronically (e-prescription), by phone, by fax, or by mail. If your doctor gives you a hand-written prescription, mail it to: Attention Pharmacy Services at EGSMC, 200 Exempla Circle, Lafayette, Colorado 80026.

Q: What are the pharmacy hours?

Mail order pharmacy hours at GSMC are 7 a.m. -10 p.m. (MT) Monday through Friday. You can always leave a voicemail during off hours and we will give you a call back the next business day.

Q: Can I have my prescriptions transferred?

We will not be transferring any prescriptions for mail order. Your doctor will need to send in new prescriptions to us. They can send these prescriptions electronically (e-prescription), by phone, by fax, or by mail.

Q: Do you have access to my prescriptions that are currently at Integrated HMO mail order Pharmacy?

We do not share data with Integrated HMO Pharmacy, so we do not have access to your prescriptions that are currently at the Integrated HMO Pharmacy.

Q: I still have refills at Integrated HMO mail order Pharmacy, what do I do?

If you have the Cigna PPO insurance, you are still able to use refills remaining at Integrated HMO mail order pharmacy. If you changed to the Cigna Consumer Driven Health Plan, Integrated HMO will no longer be able to bill your insurance so you will need to contact your physician and have them send new prescriptions to the GSMC Mail Order Pharmacy.

Q: How do I get refills, is it automatic?

Prescriptions are not automatically refilled, so you will need to call them in to our refill line 303-689-6121 or toll free at 855-235-4301. Call in your refills at least 14 days before you will run out of your medication. This will give us enough time to contact physician for any reason.

Q: Can you store my credit card/ flex card information?

Yes, we can store your card information. This is kept in a secure, encrypted manner.

Q: Can I fax in my own prescriptions?

No, State Board regulations do not allow for patients to fax in their own prescriptions. If you have a paper prescription from your doctor, please mail to: Attention Pharmacy Services at GSMC, 200 Exempla Circle, Lafayette, Colorado 80026.

We can receive faxes directly from the prescriber's office, or they may choose to send prescriptions electronically.

Q: What information do I need to give to my physician about your pharmacy?

You can provide them our phone number (303-689-6121), fax number (303-689-6126), and inform them that we accept electronic prescriptions if they are set up for it.

Q: What companies do you use to mail my prescriptions to me?

The Good Samaritan Medical Center mail order pharmacy is currently only using FedEx to mail prescriptions to you.

Q: How can I obtain my tracking information?

If you have an email address on file, an email will be sent to you with the tracking information the day we mail it out to you. If you choose not to have an email on file, you can call and we can give you the information over the phone.

Q: How long does it take my prescription to get to me once it is ordered?

Your prescription (with a few exceptions) is mailed using FedEx ground service. It will take about 3 to 5 business days to get to you.

Q: What are the exceptions?

If your prescription is a refrigerated medication it will be mailed to you overnight. Please note this will only occur Monday through Thursday, there are no refrigerated shipments mailed out Friday through Sunday.

Q: My prescription is a controlled medication, how is this handled?

Controlled medications are mailed to you utilizing the FedEx ground service. This will require a signature upon delivery. FedEx will attempt to deliver the package to you three times; if they have failed to get a signature within that timeframe, it will be dropped off at a FedEx location near you.

Q: I'm not home during the day to receive my package; can you send it to my work address?
We do not mail packages to work addresses for liability reasons.

Q: Are there any other options for me?

Yes, you can create a profile through FedEx and choose a delivery option that suits you best. This free service offered by FedEx allows you to: schedule a delivery, hold at a FedEx location, pre-sign for packages, and provide delivery instructions (i.e., leave under mat), and request a vacation hold.

Q: How do I sign up for this FedEx service?

Go to Fedex.com/delivery

Create a username and password, or use one already created

Answer a series of questions to verify registration

For questions please call FedEx help line 1800GOFEDEX (1800-463-3339)

Q: I need my prescription delivered overnight, what do I do?

If for any reason you should need a medication delivered overnight, there will be a \$20 shipping charge. You will need to talk to someone in the pharmacy and notify them to overnight it to you by 2:30 p.m. Mountain Time.