

Tips and tools for successfully implementing Mirixa programs in your pharmacies

Effective medication care management programs create important opportunities for your pharmacy business:

- Valuable reimbursement opportunities
- Repeat traffic and long-term customer loyalty
- Helping focus the practice of pharmacy on clinical value

However, fitting a new program into your pharmacy's busy schedule requires dedicated time with strong goals, a structured plan and the commitment of your staff. This guide outlines resources and strategies for managing your cases and preparing your pharmacies.

How to focus staff on program goals and drive success

Looking for strategies to increase your pharmacy's effectiveness? Consider these tips from other successful pharmacies to boost productivity:

Assign a Mirixa Liaison

- Make sure one person in each store becomes the Mirixa liaison, responsible for driving the program and training other staff. Involve residents and pharmacy students to help with training and monitoring of case completion.

Establish Clear Goals

- Set internal goals. Set a case completion goal with each store or a percentage improvement over last year. If you have multiple stores or regions to oversee, publish your case completion rates to stir up competition within your organization.
- Consider offering incentives. Make finishing the assigned cases part of pharmacists' performance review or offer commissions based on cases completed.

Communicate Internally

- Touch base with staff regularly. Pharmacies report success with regularly scheduled communications to their staff, reminding them to make patient appointments a priority. Doing so becomes a worthwhile time investment.
- Share overall program benefits. Repurpose Mirixa emails or fax templates as talking points for staff meetings to make sure your staff understands program benefits for your customers so you can increase patient acceptance. Including information in your internal newsletter can serve as an additional outreach method to increase education and awareness about program benefits.
- Share recommendations on maximizing time and resources. Help pharmacists delegate tasks to get the job done.

Monitor Your MirixaPro Queue

- Remind staff to check MirixaPro for new patient cases at least 2x per week. We recommend checking the queue every Tuesday as most new cases will be pushed out on Monday nights. Assign a technician to check for new cases on Tuesday mornings. Also, check at least one other time per week if participating in programs where time sensitivity is high.

Leverage Resources

- Ensure staff is taking advantage of resources. Easy-to-use resources, including the Mirixa training site and other tools listed below, can help staff members work more efficiently to tackle cases as quickly as possible.

Mirixa resources

The following program-specific tools are available in the Resources section of MirixaPro[®] to support you and your pharmacies:

- Pharmacy staff tools: Valuable tips to increase your success and strengthen your patient relationships
- Training: live sessions or on-demand instructional videos
- Mirixa Support: support@Mirixa.com or 866.218.6649, available M-F, 8:30 a.m.–5:30 p.m. EST