

Communicating the Value of Pharmacy and Pharmacy Technicians to the C-Suite

Tips for Success



1

Value of Pharmacy

- Become the Ambassador of your department and consistently sell the value of pharmacy to everyone.
 - Create and maintain a solid line of communication with hospital leaders including COO, CFO, HR, physicians, and staff.
 - Speak at department head meetings: make a periodic presentation at department head meeting about what pharmacy currently is doing, such as using dashboards and metrics and other methods to demonstrate how pharmacy is creating value



2

Value of Pharmacy

- Submit quarterly reports to administration- Information needs to be short and sweet to be given to your boss upfront on a regular basis.
 - Create one-page dashboards on pharmacy overall performance or metrics you want to show case
- Position pharmacy at the hospital leadership table: if you are not present you aren't heard, and pharmacy has no value and not a priority



3

Value of Pharmacy

- Market pharmacy's successes with hospital leadership and your staff
 - Consistently providing information about the pharmacy's outcomes, including cost savings through clinical pharmacy programs or improved quality changes in your department creates the value of pharmacy to all
- Show you made money in order to receive money. If you do this right hospital leadership will agree to invest in new pharmacy staff and projects. You have shown pharmacy provides value over the long run and it be worth the initial investment



4

Creating and Expanding Pharmacy Technician Services

- Look at what you outsource and see if you can insource and have a technician fill the role.
- Look at creating non-traditional roles in pharmacy that technician experience can be leveraged to improve your departments efficiency
 - Pharmacy Business analyst, 340B analyst, Informatics System Specialist, Pharmacy Reimbursement Manager etc.
- Create an ROI to show cost avoidance