

These pages are taken from pbahealth.com, a site for which I kept an editorial calendar, refreshed daily, wrote all content and managed via a CMS tool.



## Expand your customer volume

PBA Health provides third party network access to a steadily growing number of plans and groups, while our customizable loyalty programs and eclectic mix of marketing services offer industry-specific guidance to pharmacies seeking new customer acquisition and retention methods.



### What's New



### Recent News



### About PBA Health

#### Drugs going off patent soon

August 31, 2011

The cost of prescription medicines used by millions of people every day is about to plummet. The next 12 months will bring generic versions of seven of the top 20 bestselling drugs.

Blockbuster drugs expected to go off patent in 2011 include:

- Zyprexa (Oct.) and
- Lipitor (Nov.)

In 2012 patents are scheduled to expire for:

- Clarinex
- Lexapro
- Avandia and
- Plavix (May 2012)

This wave of patent expirations is unprecedented.

Between now and 2016 brand blockbusters with about \$250 billion in annual sales will go off patent. This presents a silver lining for millions of consumers by opening the way for generic versions that cost far less. About 4.3 million Americans alone take Lipitor; 1.4 million take Plavix. Last year, the average generic prescription cost \$72, versus \$198 for the average brand-name drug.

#### Surviving an on-site audit

The day of your on-site pharmacy audit has finally arrived. You're well prepared, fully informed and organized to a... [more](#)

#### Why should you reconcile...

Third party prescriptions typically make up the majority of a pharmacy's back-end sales. If pharmacies don't have the... [more](#)

#### Preparing for an audit

Audit. If the word intimidates you, you're not alone. Thanks to CMS efforts to crack down on fraud, waste and abuse,... [more](#)

#### A smarter substitution...

We've teamed up with Computer-Rx to offer our members a new way to control generic item substitutions for orders... [more](#)

#### PBA Health pharmacy business solutions:

PBA Health is the most progressive pharmacy services organization in the industry. As such we're committed to helping independent, region chain pharmacies and institutional customers manage costs, improve efficiencies and generate growth across all areas of their operations.

In addition to top-notch buying group services, PBA Health owns and operates our [full-service warehouse](#), which enables us to meet all pharmacy inventory needs from primary wholesale to back-up distribution and every level in between. Our business solutions include:

- [TriNet®](#) third party contracting
- [EnsurePay®](#) electronic reconciliation
- [ScriptCard®](#) and [ScriptCard Plus®](#) cash discount cards
- [CSOS Advantage](#) turnkey CII ordering software solution
- [ProfitGuard](#) group negotiations

We also provide pharmacy-to-consumer marketing programs, unique investment opportunities, key financial services, customized pharmacy benefits and more.

Explore our extensive suite of market-driven pharmacy solutions, and you'll see why PBA Health brings lower costs, better rebates and higher profits to today's pharmacies.



## Set your pharmacy apart from the competition

With our years of pharmacy-to-consumer marketing experience, PBA Health's Marketing Department can help you strengthen your brand identity and reach more consumers through advertising, direct mail, website promotion and other professional marketing services.

### Marketing Overview

Market Research

Brand Development

Advertising

Web Design

Electronic (Radio/TV)

## Market your pharmacy the easy way

When you consider all the things it takes to build your business, marketing may not be first on your list. But a well designed pharmacy marketing plan can play a vital role in your success.

PBA Health knows your industry well, and our Marketing Services department applies that pharmacy-specific knowledge to a wide range of marketing strategies and tactics. By taking the steps below to target the right audience with the right message, we increase your opportunities for healthy sales and sustainable growth.

### We identify new business sources

Potential customers are everywhere—the challenge is getting them in your store. Through custom market research and demographic analysis, we can:

- Analyze your current customer database
- Help you better understand your market share
- Identify where you stand in comparison to competitors
- Pinpoint the areas you should target with your advertising

### We communicate your brand

Branding tells your story and captures the essence of what makes your pharmacy special. We work with you to discover your strengths and challenges, then generate ideas for words and images that convey your brand promise. By creating a visual brand that is uniquely yours, we help you stand apart from the competition and leave a lasting impression on your customers.

### We choose the correct medium

PBA Health Marketing Services not only identifies your audience and reinforces your brand, we can also advise you on the most cost-effective media channels in your market, including:

- Direct mail
- Physician marketing
- Radio & TV
- Newspaper
- Websites

Whether you advertise through a single channel or several, our seamless, fully integrated Marketing Services department provides the one-stop promotional services that will bring you clear and quantifiable results.

Ready to reap the rewards of effective pharmacy marketing? Call 800-333-8097 or [email us](#) about developing a winning plan for you.



## PROFITGUARD

### Negotiate more favorable contract rates

Through group-assisted negotiations with contracted wholesalers, ProfitGuard delivers a lower cost of goods for participating pharmacies. It also includes a complete set of online management tools to help you adjust purchasing for even greater profitability.

#### Dashboard Management

Negotiation

Wholesaler

Contracting

Audit & Performance

#### Warehouse

● Warehouse Optimization with ProfitGuard

CSOS

Requirements

CSOS Certificate

CSOS Downloads

DEA Website

SmartAssets

VAWD

## Warehouse optimization with ProfitGuard

You can choose to use PBA Health's warehouse as a stand-alone facility in your purchasing program, but the optimal benefits are delivered when you combine it with PBA Health's ProfitGuard services and one of [PBA Health's preferred wholesalers](#). When properly positioned, you not only receive an aggressive and closely monitored cost of goods on purchases made through your wholesaler, but you also receive a full-line backup at pricing guaranteed to match your primary wholesaler arrangement. Furthermore, you are able to optimize the overall value of your negotiated wholesaler arrangement by buying up to an agreed upon level of product from PBA Health's warehouse when the price of those items is better.

## Consistent contract monitoring helps you make adjustments quickly

Best of all, ProfitGuard monitors to make sure you are obtaining the [contracted discount rates](#) and helps you quickly identify the routine adjustments you should make to add significant dollars to your bottom line. No other solution available to independent pharmacies provides such a complete solution:

- Assisted supplier negotiations to obtain chain-like terms and conditions
- Optimized wholesaler cost of goods to boost your margins
- Complete backup for brands, generics, and CII's - secondary sourcing at primary pricing to protect your margins
- Maximum product availability and consistency to support your customer service levels
- Chain-like price comparatives and purchase recommendations to save you time while saving you money
- Systematic price audits of all your line items to protect your margins and ensure you are getting what you are promised on every single purchase
- Fast and easy dashboard management keeps employees productive and happy

## Wholesaler partnerships that deliver the products you need, when you need them

PBA Health's preferred wholesalers are committed to servicing the inventory needs of PBA Health's member pharmacies every single day. However, they also understand that you need to have an effective backup as they realize that business and inventory conditions do not always allow them to provide you exactly what you need when you need it.

Instead of allowing these situations to hinder your business, PBA Health and its preferred wholesalers work closely to ensure that, as partners, we provide you with the very best of both worlds—delivering virtually 100% of the products you need, at the time you need them, and without giving up valuable time or price. No other solution is as easy and comprehensive. No other solution is as good and profitable.




## ENSUREPAY®

### Enjoy fast, easy reconciliation using EnsurePay

Increase productivity. Maximize profits. Maximize ROI on your pharmacy system investment and take control of your third party reconciliation process with EnsurePay. It's fast, accurate and incredibly easy to use and significantly reduces the time pharmacies spend tracking third party claims.

#### ● EnsurePay Overview

Why Pharmacies Should Reconcile Claims 

Success Stories

Central Pay vs. Direct Pay

EnsurePay / TriNet Combo

EnsurePay Online (Login)

## Choose the quick way to reconcile your claims

When it comes to third party claims reconciliation, you used to have two choices: spend tons of time ensuring you were reimbursed for every prescription filled, or skip the whole process and risk letting your money slip through the cracks.

Now there's a better option. EnsurePay.

You can rapidly reconcile payments from third party payers right in your own computer using EnsurePay. We make it easy for you to:

- Keep all data in-house for easier bookkeeping
- Identify missing or short payments through reporting functions
- Reconcile your claims in minutes, not hours

## Rapid third party claims reconciliation, top-notch support

When you sign up for EnsurePay, helpful staff will get you quickly up to speed with how to use the program on your computer. EnsurePay manages your electronic remittance advices (ERAs) for you, so you'll be able to reconcile in just a few steps.

And since more than 98 percent of payers—including Medicare Parts B and D—are available through EnsurePay, you'll immediately notice the time savings.

## Maximize the power of EnsurePay with TriNet

While using EnsurePay on its own makes short work of claims reconciliation, it's even more effective when combined with TriNet, the industry leading direct pay third party network for community pharmacies. Members of both services receive additional support with claims research, audit assistance, MAC pricing issues and more.

Best of all, because both EnsurePay and TriNet use a direct-pay model, there's no middleman to slow down your reimbursements. Unlike some third party/reconciliation services that require central pay, your payments come directly to you.

Whether you're currently contracted with another third party or just opening your doors, TriNet's hassle-free setup and superior support provide the perfect complement to your EnsurePay reconciliation solution. Learn more about [TriNet third party network](#).

## Take advantage of our free trial period

We're confident that once you try EnsurePay, you'll never want to go back. Call 800-333-8097 or email us at [InfoEnsurePay@pbahealth.com](mailto:InfoEnsurePay@pbahealth.com) today to request your free hands-on trial with actual ERAs and be on your way to third party claims reconciliation made easy.



## Directory Search

### 1 Select a Category

---- View All ----

### 2 Select a Vendor

DEA Lookup.com  
 Designer Greetings  
 Drug Package, Inc.  
 Emdeon  
 EXP Pharmaceutical Services  
 FFF Enterprises  
 Fillmaster  
 FLAVORx  
 Gorant Candies  
 GreenFlag Profit Recovery/Transworld Systems  
 Gunn & Richards  
 Hertz

### Vendor Details

## Emdeon

PBA Health has endorsed Emdeon for their claims management solutions including claim switching, patient eligibility, pre/post editing and payer compliance services. Emdeon's expansive service offerings provide our joint customers with the necessary tools to be competitive, improve patient care and combat inefficiencies and errors that lead to low reimbursement rates.

Emdeon's suite of solutions quickly improve prescription claims processes from start to finish—process improvements that translate to more earnings and more savings for your third-party business. Emdeon processes more than a billion healthcare claims every year, making them a leading provider of all things related to pharmacy claims management. Their far-reaching expertise enables them to deliver real time services with unrivaled reliability, ironclad security and detailed reporting. That's why thousands of pharmacies from coast to coast depend on Emdeon every day for fast, accurate claims adjudication services.

Below you'll find more details on three popular Emdeon services, all of which will give your pharmacy additional advantages to succeed:

- [Emdeon Edit™](#) for advanced pre- and post-editing services that positively affect your bottom line
- [Emdeon Payer Compliance™](#) for optimized margins through automated AWP claim resubmission
- [Emdeon CardFinder™](#) for a fast and easy portal to benefit coverage information across multiple PBMs and nearly 225 million covered lives.

Please contact a sales representative for further details and PBA Health member rates.



#### Contact

Pharmacy Inside Sales  
 Phone: 877-707-0024

#### Website

<http://www.emdeon.com>



Careers  
 Contact



Events  
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