



SETTING UP FOR SUCCESS: COACH TOOLKIT

June 2021

FtP COACH TIPS

What do I need to know as a new coach?

1. Know Each Pharmacy's "Why" - "Why did they get involved in Flip the Pharmacy?" The more you can relate what you are asking them to do to their why, the better the results.
2. Talk Less, Ask More Questions – You will be surprised at the insights you can gain by listening
3. Use the EAT acronym when thinking about your role as a coach
 - E- Encourage: Be an encourager to your pharmacies
 - A- Accountable: Hold them accountable to their commitments
 - T- Tips: If you have any insights or best practices... share them

How do I grow as a coach and make sure I am effective in my role?

1. Attend the FtP Coaching Webinars
2. Actively Engage with other Coaches (both on your own team and outside of your team)
3. Develop a Consistent Cadence with your Pharmacies (When you Meet and What you will Cover)

What will help the pharmacies I coach succeed?

1. Reduce the pains and stress associated with workload
 - i. It can be hard to add practice transformation activities to workflow
 - ii. Paramount to get as many staff involved in the process, as possible
2. Reduce the pains and stress associated with managing people and conflict
 - i. Utilize techniques taught in the ADDITIONAL RESOURCES section
 - ii. Pharmacists don't struggle with talking to patients about healthcare
 - iii. Managing conflict and different personalities are the areas that pharmacists struggle and are inefficient (Good news... you can help them thrive in these areas as a coach!)
3. Build a framework to improve engagement between pharmacist/staff, pharmacist/patient, coach/pharmacy champion, pharmacist/political leaders
 - i. Pharmacists are great at using motivational interviewing and connecting with patients on an individual level. Your job as a coach is to connect with the pharmacy the same way.
 - ii. Pharmacists are having to get more involved with key policy makers to help protect our profession and drive it forward. While the skills **you use** to connect with staff and patients will serve you well there is one other key

component to having your message connect with political leaders. You must make the problems you are discussing bigger than pharmacy problems. Connect them to pain points for patients. Connect them to other small business. Paint the whole picture not just camp out on pharmacy pain points.

- 4. Apply skills to increase likelihood of being reimbursed for clinical services either by the patient or insurance company**
 - i. Improving engagement, reducing stress associated with workload and managing people and conflict are the power skills necessary to create a scalable process that allows for reimbursement of clinical services
 - ii. One purpose of eCare plans is to demonstrate to payers the value pharmacists provide and the positive impact they can have on health outcomes. The more we document our motivational interviewing and counseling of patients to change unhealthy habits and manage their disease states better, the more payers will come on board to reimburse for these services.
 - iii. As pharmacies move from a point in time care model to a care over time model, diversifying revenue from non PBM sources becomes even more important. As pharmacies increase their healthcare offerings (blood pressure checks, point of care testing, blood glucose testing, remote patient monitoring, etc.) the more likely patients begin to consider their pharmacy a healthcare destination. When they consider their pharmacy a healthcare destination, the more likely they are to pay cash for services they value.

ADDITIONAL RESOURCES ([CPF Grant Details Link](#))

1. Understanding How to Manage People Effectively

[TLP Training - Section 1 \(theleaderpharm.com\)](#)

Personality Styles

Communication Between Styles

Utilizing People Management to Deliver More Services to Patients

Real World Scenarios

2. How to Have Hard Conversations

[TLP Training - Section 2 \(theleaderpharm.com\)](#)

Common Areas of Conflict in Pharmacy

Identify Your Typical Response in High Stakes Conversations

Recognize When Others are Starting to Disengage from Productive Conversation

What is the “Fool’s Choice”?

How to Stay Focused and Not Get Sidetracked

3. Practical and Impactful Time Management

[Webinar](#)

Part One: Important Questions

What is Time Management?

Why is it Important?

How Can it Help Me and the Pharmacies I Coach?

Part Two: The “How To”

Making Your List

How and What to Delegate

Prioritization Strategies