

# Steps to Independent Specialty Success

Presented By:



# How do I know Specialty Pharmacy is the right solution for me?

Are you an independent pharmacy owner with an entrepreneurial spirit?

A white outline arrow pointing downwards from the first box to the second box.

Are you looking for ways to aggressively grow your business?

A white outline arrow pointing downwards from the second box to the third box.

If you answered yes to these questions, then specialty pharmacy is right for you!

# How do I know Specialty Pharmacy is the right solution for me?

- Specialty Pharmacy is not for the timid, and the waters are crawling with hungry sharks! The good thing is it's a big ocean and there are plenty of fish for anyone providing a higher level of service that is willing to be organized, aggressive and jump in with both feet!
- One should not take the venture lightly and it's not something you dabble in. You either decide to be in or out of the specialty arena. It takes a significant amount of dedication, planning and patience to assemble all the necessary pieces to mitigate the risks and increase your chances of success.

# How do I know Specialty Pharmacy is the right solution for me?

- “Building a practice that goes beyond the traditional count, pour, lick, and stick mentality is a tremendous endeavor. It requires a great deal of infrastructure, knowledge, and capital. The cards are stacked against you with limited-distribution pharmaceutical agreements, PBM-owned specialty pharmacies limiting patient access, and networks that only have a select few participating specialty pharmacies.” (Nick Karalis, Elwyn Specialty Pharmacy)
- To be successful, there are proper steps and things to keep in mind when developing a plan and strategy.
- CSPN and UpTrend Consulting and Creative have taken the time to provide a step by step planning guide. Each one of these steps have many working parts and can be tedious at times, especially if, you are unfamiliar with proper procedures. It includes many processes that require organization, constant attention, knowledge, expertise, financial resources and consistent follow up.
- The Planning Steps to Implementation Guide is a high level overview of the necessary steps that must be followed in order to be successful. There are much more detailed steps that fall under each category that need further explanation and detail.

# Planning Steps to Implementation:

## Step 1:

- Consider working with a well versed and knowledgeable consultant that specializes in specialty pharmacy program initialization.

## Step 2:

- Develop a sound business plan and SWOT analysis.

## Step 3:

- What areas of Specialty do you want to focus on:
  - Fertility, Infusion, Compounding.

## Step 4:

- Demographic Analysis
  - Disease State Data, Income Analysis, Referral Source Data.

# Planning Steps to Implementation:

## Step 5:

- Forecast and Budget
  - Expenses, Revenue Generation Estimation, Business Ramp Up and ROI analysis.

## Step 6:

- Detailed Competitor Analysis.

## Step 7:

- Develop a consistent marketing and branding strategy:
  - Website, Logos, Booth for Events, Promotional Items, Print Materials, Brochures, Business Cards, Letterhead, Envelopes, Note Cards, Referral Forms by Disease State, etc.

## Step 8:

- Identify Referral Targets:
  - Disease State Specific, Physicians and other possible referral sources.

# Planning Steps to Implementation:

## Step 9:

- Staffing Needs and Requirements:
  - Staffing Agencies, Head Hunters, Selection, Recruitment, Hiring and Training, Choosing the right candidate.

## Step 10:

- Human Resources Related Items:
  - Non Compete Agreements, Non Disclosure Agreements, Sales Representative Package Design, Incentive/Bonus Package Design.

## Step 11:

- Territory Breakdown and Design
  - Website, Logos, Booth for Events, Promotional Items, Print Materials, Brochures,

## Step 12:

- Training:
  - Pharmacy Staff and Sales Person Training and Coaching.

# Planning Steps to Implementation:

## Step 13:

- Results Tracking:
  - Sales Person Productivity and Results, Referral and Relationship Tracking, Program Profitability and ROI, Data Reporting and System Reporting.

## Step 14:

- Staff Management:
  - Sales Person Management and Motivation.

## Step 15:

- **SUCCESS!!!**



ANALYSIS  
SOLUTION  
PROCESS  
OBJECTIVES  
TEAMWORK  
VISION  
SALES

## Words for the Wise...

- Starting and operating a specialty division is not one that can run on its own and be left on auto pilot. If you enter into the venture with the auto pilot mindset, then, you will struggle and significantly increase the percentage that you will fail.
- If you are considering specialty or any other new area to add to your existing business, you need to be honest with yourself and truly understand the process and whether you are prepared to embark on such a monumental task.
- If you would like to increase your chances of success and decrease your ramp up time, then, it may be in your best interest to hire a seasoned trustworthy partner to assist you.



# Resources

- If you are interested in exploring specialty or any other program, please feel free to contact CSPN at 866.907.CSPN or UpTrend Consulting and Creative at 302.379.5728. We would be happy to meet with you to discuss your goals and answer any questions.
- We would love to hear from you and we look forward to the possible opportunity to establish a long working relationship and assist you every step of the way.
- For more information, please visit our websites:

> [www.uptrendcreative.com](http://www.uptrendcreative.com)



> [www.cspnrx.com](http://www.cspnrx.com)



# Conclusion

At CSPN and UpTrend Consulting and Creative LLC, we understand the specialty arena and have a long history and strong reputation of getting results. It is our passion to work with independent pharmacy business owners and assist them through this intimidating process.

It is the goal of UpTrend Consulting and Creative to build value, decrease risk, decrease ramp up time, maximize ROI, gain market share and to be successful in your new venture.

More importantly, CSPN and UpTrend Consulting and Creative want to help you learn the necessary procedures to keep specialty prescriptions in your local community based pharmacy where they belong and to enable you to achieve strong outcomes and improve the lives of your patients!

Thank You!!!

