

# How to Introduce Patients to OnPoint Pharmacy

## THE QUICK-START GUIDE

Encouraging patients to use OnPoint Pharmacy is a win-win — for both you and them. With OnPoint as your trusted pharmacy partner, your practice will save time and resources and your patients will have easier access to medications at lower costs.

**Luckily, introducing patients to OnPoint is quick and easy.**

Here are some tried-and-true methods employed by hundreds of other eye care practices using OnPoint:



### 1. Recommend

Post a flyer in your reception area and exam rooms sharing that OnPoint is your “Trusted Pharmacy Partner.” **Highlight the following patient benefits:**

- ✓ Proactive identification of cost-savings opportunities
- ✓ Support navigating coverage/copay challenges
- ✓ Free delivery and in-store pick-up

### 2. Explain

When meeting with patients, it’s typical to ask where they would like you to send their prescriptions. This is the perfect moment to mention that OnPoint is your trusted pharmacy. **Share the benefits with patients, including potential medication cost savings and free delivery.** Make it clear that it’s perfectly fine if they choose not to use OnPoint.

### 3. Send E-prescribe to OnPoint Pharmacy

### 4. Check In

If a patient chooses to use OnPoint, ask how their experience was during their next appointment. They’ll appreciate the follow up — and your clear commitment to helping them find the best pharmacy for their needs.



## OnPoint Pharmacy: Built for You *and* Your Patients

**500k**  
prescriptions filled  
annually

**95%**  
of patients  
satisfied

**77%**  
less callback  
rates

**22,000+**  
active prescribers