

Top Tips from Our Top Reps

Prior to their office visits, Top Reps...

- Prepare kits prior to making office visits each day. (100 is a good number.)
- Understand that appointments are nice but not necessary.
- Realize that every medical office is a prospect but the best locations to visit are high prescribing locations such as Urgent Care Centers, Emergency Rooms, and Family Medicine.
- Remember that this is a numbers game. Volume of kits distributed and quantity of office visits is key to activations.

During their office visit, Top Reps...

- Introduce themselves and let office staff know what they are representing. An example introduction is *"Hi my name is ----- and I'm your local SingleCare representative. These free cards will help your patients save money on their prescriptions."*
- Place 1-5 kits at each location.
- Leave kits in the lobby, at the front desk, nursing stations, and sample closets.
- Speak to as many individuals in each office as possible and ask staff to hand cards out to each patient. Top Reps find the individual responsible for inbound calls and give them a card for their desk that they can reference when calling in a prescription or sending electronic scripts.
- Ensure the office staff understands that SingleCare can be used by all patients whether they have insurance, are uninsured, or are on Medicaid or Medicare. Also mention that the cards can't be used in conjunction with insurance.
- Encourage office staff to download the free SingleCare app so they can demonstrate the prescription lookup tool to patients.
- Discuss SingleCare features and benefits. Top Reps know it is important to differentiate the SingleCare card from competitors. Examples include:
 - SingleCare can save patients up to 80% off their prescriptions!
 - SingleCare directly negotiates discounts with pharmacies, eliminating the middle man (pharmacy benefit manager.)
 - SingleCare cards do not expire.
 - One SingleCare card can be used by all family members, including their pet.
 - The SingleCare card is honored at all major chain pharmacies including CVS, Walgreens, Rite Aid, Walmart, etc.
- Consider following up with a conversation about how the cards can be used to help with the prior authorization process.

After their office visits, Top Reps...



Remain patient

It takes a few months to ramp up activations.



Are consistent

Top Reps visit five or more offices per week.



Always follow-up

Top Reps visit their offices at least every 8 weeks to replace or replenish existing kits.



Expand their territories

Top Reps take advantage of travel opportunities to distribute additional kits.