



Message Target: Director of Pharmacy

Drug Shortages create facility challenges beyond surface-level costs.

Message Outline

Share Insight

Build credibility by reframing the customer's perception of a relevant business issue.

Warmer

Drug shortage management is a daily issue, constantly scrutinized to ensure the best possible patient outcomes. Many DOPs feel powerless to manage these shortages proactively.

Reframe

DOPs and their staff are running themselves ragged. Each individual spends around 9 hours a week managing drug shortages, which equates to \$26,000 in labor costs per year.

Introduce Impact

Intensify the business consequences and humanize the problem.

Rational Drowning

As many as one in three physicians report an adverse outcome caused by drug shortages, which, on average, cost the hospital \$3,420. Operational costs also hit the hospital's budget and negatively affect patient satisfaction.

Emotional Impact

Imagine a situation where someone substituted hydromorphone for missing morphine, but the dose is incorrectly administered, resulting in two patient deaths.

Reveal Value Proposition

Demonstrate the value of taking action (and how you are uniquely positioned to support)

Value Proposition

What if you could mitigate these risks and their impact on the pharmacy, clinicians, and patients? Imagine combining data-based forecasting with real-time knowledge of your drug inventory while incurring cost savings for the department.

Solution

Our system infrastructure at [company name] provides accessible, customizable reporting to help you manage your restocks and drug shortages.

Our analytics tools can save you almost \$22,000 in labor costs per pharmacist while helping you mitigate risk!

Message Target: Director of Pharmacy

Full Message

Share Insight

Warmer

It is no surprise to hear from other Directors of Pharmacy that one of the most consistent challenges they deal with is drug shortage management. We understand it is a daily struggle to ensure the best possible patient outcomes in the face of many shortages. For many DOPs, it can leave them feeling powerless to manage these types of needs proactively.

Reframe

In visiting several hospital pharmacies, we learned that many pharmacy leaders are reacting to and dealing with the shortages daily. They spend around 9 hours a week on average managing drug shortages. That's almost an entire workweek every month, costing the facility an average of over \$26,000 per pharmacist each year!¹

Compound this fact with the higher prices associated with drug shortages, and we look at hundreds of thousands of dollars per year attributed to this issue alone.

Introduce Impact

Rational Drowning

When tackling drug shortages, many Pharmacy Directors are surprised by how complicated the situation is. A survey of 1,800 healthcare practitioners conducted by the Institute for Safe Medication Practices (ISMP)² found that as many as one in three physicians reported an adverse outcome caused by drug shortages.

[Reference the "Supporting Statistics" entry in the Storytelling section of the Toolbox to provide an example of these adverse effects. You may also use this entry to substitute the statistic to tailor this conversation to your customer.]

¹

²

Even more worrisome is that this study only encompasses events that these respondents were aware of. On average, each adverse outcome costs the hospital \$3,420. What do these figures look like in your facility?

[If you can collect this information before the sales conversation, be sure to do the calculations beforehand and illustrate what this may be costing the hospital on a monthly or annual basis.]

Additionally, drug shortages increase operational costs, both obvious and hidden. An obvious cost is medication mark-ups. The average shortage item is priced 6.5 times higher than normal. In one egregious example, the cardiac drug labetalol had a price increase of 4687% (from \$25.90/dose to \$1200/dose).

I mentioned earlier that pharmacists spend 9 hours a week on average managing drug shortages, equating to \$26,000 per pharmacist per year. How many pharmacists do you manage?

[Reference the “Pharmacist Wages” entry in the Supporting Materials section of the Toolbox and the ROI calculator to adjust the average costs if unavailable from the customer. We used the Median Hourly Wage to calculate this cost.]

I know I have thrown a lot of numbers at you, but we are trying to paint a clear picture of the total costs incurred as a result of dealing with drug shortages. Unfortunately, monetary figures are not the only costs.

[Move into Emotional Impact to hit on the non-monetary costs or OPTIONAL: include additional information below if you feel this will resonate well with the customer as a different case for change.]

Drug shortages also cause a decrease in job satisfaction for nurses, pharmacy staff, and physicians. And, because staff is dealing with the drug shortage, they’re spending less time helping the patient. This decrease in face time will further impact patient satisfaction scores.

Emotional Impact:

Imagine that your facility is facing a morphine shortage. To adjust to this shortage, one of the physicians substitutes hydromorphone for the missing morphine, but the hydromorphone is still administered at the intended dose for morphine. As a result of this, two of the hospital’s patients die.

This isn’t a fictional horror story, it’s a documented tragedy.³ Those are two deaths that could have been prevented had it not been for the drug shortages.

3

Reveal Solution

Value Proposition

What if you could mitigate these risks and their impact on pharmacy, clinicians, and patients? What if you had a warning to prepare for a shortage adequately? What if you could quickly respond with a solution that can help prevent adverse patient outcomes and incur significant savings? Imagine combining data-based forecasting with real-time knowledge of your drug inventory to achieve such results.

Solution

Gaining better control and visibility of your medication inventory can mitigate the effects of drug shortages. The infrastructure of [company name] medication and supply dispensing system enables easy access to powerful inventory management tools to help you manage your restocks and drug shortages. Reports cover usage and inventory status of all cabinet locations. as well as the power of a searchable database to send reports and alerts to all department teams.

This global view of all medications better equips you to develop utilization and strategies for short items. In addition, our customizable restock routing enables control over the procurement process.

Take inventory control and analysis to a higher level with our [name] analytics software. Day-to-day transaction data from your automated dispensing system feeds can be translated into powerful, interactive dashboard reports, combining inventory visibility with cost and charge information to help you make the right decisions.

You can easily send out customized alerts to support the management of shortage items. Instead of managing notes scribbled on a whiteboard, you'll have a system that automatically keeps you updated.

Our clients indicate that [system] alone saves them 90 minutes a day. On average, that's a savings of almost \$22,000 in wages per pharmacist.

[Reference the "Pharmacist Wages" entry in the Supporting Materials section of the Toolbox and the ROI calculator to adjust the average savings if the customer is unavailable. We used the Median Hourly Wage to calculate this cost.]

Let's schedule a time to analyze your current system and practice.

