

# The Impact of Re-Training Specialty Pharmacy Outreach Technicians and Optimizing Compliance and Productivity

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## BACKGROUND

Specialty Pharmacy Outreach Technicians are key to driving patient enrollment by identifying eligible patients and communicating the benefits and services of the health system specialty pharmacy (HSSP). To reinforce compliance knowledge and improve productivity, a 5-day structured re-training program was introduced.

### Objective



To assess the impact of re-training for specialty pharmacy outreach technicians by evaluating improvements in compliance knowledge, technician productivity, and patient enrollment rates.

## METHODS

The Shields Centralized Outreach Education and Development team developed a structured 5-day, full-time (40 hour) re-training program and implemented it with existing outreach technicians. Participants completed pre- and post-training evaluations to measure knowledge retention. Productivity was assessed using technician-level outreach department data and patient enrollment metrics.

Figure 1: Classroom Retraining Learning Journey Agenda

| Monday                                                 | Tuesday                                                     | Wednesday                        | Thursday                                   | Friday                          |
|--------------------------------------------------------|-------------------------------------------------------------|----------------------------------|--------------------------------------------|---------------------------------|
| Shields Mission, Vision, Values, Culture, and Overview | Patients Journey, Time Management & Prioritization          | Effective Patient Engagement     | Working with your PSA, Liaison & RPh Teams | Collaborating with Stakeholders |
| Introduction to Centralized Outreach                   | Test Claims & Test Claim Rejections                         | Empathy & Emotional Intelligence | Prior Authorization & Financial Assistance | Fostering Relationships         |
| System Overview & Documentation                        | Scrubbing & Patient Appointments                            | Preparation & Script Strategies  | Onboarding & Initial Fills                 | Compliance                      |
| Insurance & Benefits Investigation                     | Best Practice Council (BPC) & Communities of Practice (COP) | Objections & Closing the Loop    | Dialpad Overview                           | Post-Assessment                 |

Figure 2: Classroom Retraining Curriculum



Figure 3: Classroom Evaluation Methods



## RESULTS

Following the 5-day re-training program involving 96 outreach technicians, measurable improvements were observed across all key performance indicators.

Table 1: Classroom Retraining Program Outcomes

| Key Metric           | Before Re-Training | After Re-Training | Improvement |
|----------------------|--------------------|-------------------|-------------|
| Compliance Knowledge | 82%                | 92%               | 10%         |
| Enrollment to HSSPs  | 27.3%              | 34.3%             | 7%          |
| Good-to-Call Rates   | 29.3%              | 32.8%             | 3.5%        |
| Weekly Productivity  | 28.2%              | 30.2%             | 2%          |

- Compliance Knowledge:** Assessed through post-training evaluations.
- Enrollment to Health System Specialty Pharmacies (HSSPs):** Extracted from outreach & enrollment data.
- Good-to-Call Rates:** Defined as patients eligible to use the health system's specialty pharmacy.
- Weekly Productivity:** Measured by average outreach activities per technician.

When comparing 12 months of data before and after implementation, outreach activities remained steady and showed sustained improvement across all metrics.

## CONCLUSIONS

Re-training specialty pharmacy outreach technicians has demonstrably improved compliance knowledge, enhanced productivity, and increased patient enrollment—underscoring the critical importance of ongoing education. This structured program has reinforced compliance expectations, elevated patient engagement strategies, and supported the team in managing growing workloads and evolving operational demands.

Figure 4: Key Outcomes of the Re-Training Initiative



## Recommendations

- Continued investment in education, development, and training initiatives is essential to sustain outreach effectiveness, ensure regulatory compliance, and meet the dynamic needs of specialty pharmacy services.

## DISCLOSURES

The authors of this presentation have nothing to disclose concerning possible financial or personal relationships with commercial entities that may have a direct or indirect interest in the subject matter of this presentation