

Presentation Details:

Slides: 58

Duration: 00:09:43

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Presenter Details:

McKesson Specialty Health

**e-Learning
Center**

Onmark Select Program

Presenter: Lauren Kelly
Time: 12:34



Slide 1 🎧 Onmark Select Program Duration: 00:00:02 Advance mode: Auto	McKesson Specialty Health e-Learning Center Onmark Select Program Presenters: Leuron Kelly Time: 12:34 	Notes:
Slide 2 Audio Duration: 00:00:08 Advance mode: By user	McKesson Specialty Health Audio! This course includes narration. Please adjust your computer volume.  Click the Play button to continue 	Notes: This course includes narration. Please adjust your computer volume, and speakers or headset. Click the Play button when you're ready to get started.
Slide 3 Current Healthcare Challenges Duration: 00:00:17 Advance mode: Auto	McKesson Specialty Health Current Healthcare Challenges  • Increased competition • Declines in reimbursement • Increased need for documentation • Healthcare reform • Rising costs	Notes: In today's rapidly changing healthcare environment, community-based practices are facing more challenges than ever. - Increased competition from hospitals and clinics - Declines in reimbursement - Increasing need to document quality of care - Uncertainty about governmental healthcare reform , and - Steeply rising costs. These are just a few of the pressures your customers face every day.

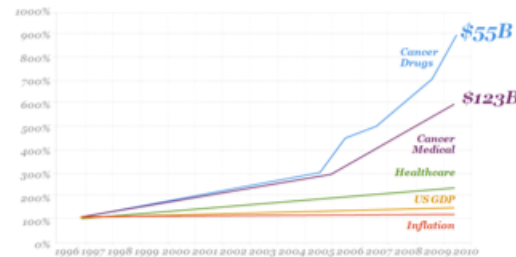
Slide 4

Oncology Costs Rising

Duration: 00:00:02
Advance mode: Auto

McKesson Specialty Health

Rising Cancer Care Treatment Costs



Notes:

The cost of cancer care treatment in particular is rising much faster than other healthcare costs.

Slide 5

Flexible Solutions

Duration: 00:00:10
Advance mode: Auto

McKesson Specialty Health

Onmark Select Program

- Flexible tools, technology, services
- Only McKesson offers these solutions
- Helping small medical practices compete and thrive



Notes:

McKesson Specialty Health's Onmark Select Program offers customers a flexible set of solutions for community oncology practices so they can continue to compete and thrive in today's complex and competitive business environment - allowing them to focus on delivering the highest possible quality of patient care.

Slide 6

Presenter

Duration: 00:00:08
Advance mode: Auto

McKesson Specialty Health

Presenter



Lauren Kelly
Senior Director, Oncology Provider Marketing
Lauren.Kelly@USONCOLOGY.COM
(281) 869-4772

Notes:

Hi! I'm Lauren Kelly, Senior Director of Oncology Provider Marketing.

Slide 7 Objectives Duration: 00:00:20 Advance mode: Auto	McKesson Specialty Health Objective  Converse confidently and effectively with customers • Flexibility • Choice • Value	Notes: My objective today is for you to get a good understanding of the Onmark Select Program, so you'll be able to talk confidently and effectively with your customers about the flexibility, choice and value the program offers.
Slide 8 Agenda Duration: 00:00:20 Advance mode: Auto	McKesson Specialty Health Agenda • Overview: key benefits and 3 leadership areas • Four program areas: Revenue Optimization Productivity Enhancement Patient Volume Growth Purchasing Efficiency • Competitive Advantages • Comparison with The US Oncology Network • Your Role • Summary & Resources	Notes: To do that, we'll cover... An overview of the Onmark Select Program, including the key benefits to our customers and our three leadership areas. We'll highlight a few of the products in each of the four program areas: Revenue Optimization Productivity Enhancement Patient Volume Growth and Purchasing Efficiency We'll look at Onmark Select's competitive advantages and compare the program with McKesson Specialty Health's other option for oncology provider engagement, The US Oncology Network. And we'll go over what your role is as a Sales Representative. And finally, I'll summarize key points from this course and show you where to find additional resources.

Slide 9 Overview Duration: 00:00:04 Advance mode: Auto	McKesson Specialty Health Overview	Notes:
Slide 10 Highlights/Talking Points Duration: 00:00:12 Advance mode: Auto	McKesson Specialty Health Highlights/talking points • Flexible to meet the needs of practices • Broad selection of solutions • Customizable and scalable • Expertise and value	Notes: A key attribute of the Onmark Select Program is that it is designed to be flexible to meet the needs of practices. It offers customers access to a broad selection of innovative clinical, technology and business solutions. And the depth of a practice's engagement in the Onmark Select Program is customizable and scalable. Practices large or small can find the solutions to meet their specific needs. Along with flexibility and choice, McKesson Specialty Health's unrivaled expertise results in our unique ability to provide solutions with real value for our customers.

Slide 11

Leadership in Three Areas

Duration: 00:00:09

Advance mode: Auto

McKesson Specialty Health

Leadership

Empowering community oncology practices with:

- Advanced technology
- Business and operational leadership
- Clinical resources



Notes:

McKesson Specialty Health is committed to being a partner in our customers' success. Our solutions are designed to provide customers with more time to focus on delivering quality care to their patients. To do that, we work strategically with practices to meet their goals, leveraging our resources and management expertise in three areas: technology, business operations, and clinical resources.

Let's take a look at our expertise in Advanced Technology first.

Slide 12

Advanced Technology

Duration: 00:00:12

Advance mode: Auto

McKesson Specialty Health

Advanced technology

- Customer-centric perspective and partnership
- Technology enhances:
 - } practice operations
 - } workflow
 - } clinical decision-making
- Integration of multiple technologies provides additional benefits

Notes:

Our customer-centric perspective and deep understanding of oncology practices fuels the development of our technology. Our unique partnership and history of working with clinicians allows us to see the world from their perspective. These are advantages no other company can match!

Advanced technology enhances practice operations, workflow and clinical decision making. Our strength in software development and the ability to own and operate all of our key technology assets creates unmatched, integrated capabilities that enhance practice efficiency. And, while components work independently, integration of multiple technologies provides additional benefits, streamlined productivity, and efficiency.

Slide 13

Business & Operational Leadership

Duration: 00:00:10
Advance mode: Auto

McKesson Specialty Health

Business & operational leadership

- Group purchasing
- Improved reporting
- Optimizing revenue cycle management



Notes:

We work strategically with physicians to grow their practices by leveraging our vast resources and business management expertise. We help practices run more efficiently and streamline operations by taking advantage of group purchasing efficiency opportunities, improving reporting capabilities, and optimizing revenue cycle management.

Slide 14

Clinical Leadership

Duration: 00:00:17
Advance mode: Auto

McKesson Specialty Health

Clinical leadership

- Collaborate on opportunities:
 - In person
 - Online
- Clinical trials: US Oncology Research
- Treatment guidelines: 27 cancer types



Notes:

We facilitate clinical collaboration between physicians through in-person meetings, and our robust suite of online clinical tools supports clinicians at every stage of patient care. Qualified Onmark Select Program customers can participate in clinical trials through world-class US Oncology Research, and Treatment Guidelines, developed in collaboration with our customers and currently available across 27 cancer types.

Slide 15

Onmark Select Program Chart

Duration: 00:00:22
Advance mode: Auto

McKesson Specialty Health

Onmark Select Program Solutions for Oncology

Revenue Optimization	Productivity Enhancement	Patient Volume Growth	Purchasing Efficiency
• Innovative Practice Services™ • In-Office Dispensing • Regimen Profiler • Practice Management Reporting Tools* • Integrated Quality Survey Programs	• KnowMed™ EHR • Lynx Mobile® & e-Rx • Lynx TotalView™ • The Oncology Portal • My Care Plus • Informational Resources, Education & Training • Clinical Resource Tools • Clinical Trials Management System • OncologyRx Care Advantage	• US Oncology Research Program • CURE Magazine • Patient Education Materials • Public Policy Advocacy • Practice Marketing Services* • Physician Recruiting	• Branded and Generic Drug Distribution • Onmark GPO Services • Prime Vendor Relationship

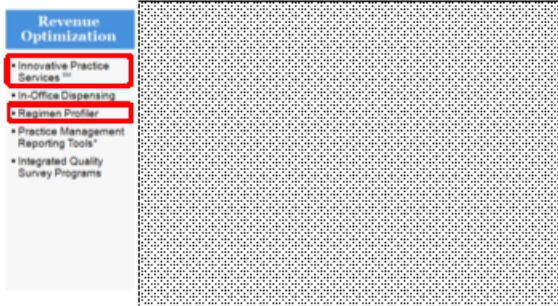
Notes:

The Onmark Select Program offers products and services focused on four key areas important to the future success of a community practice:

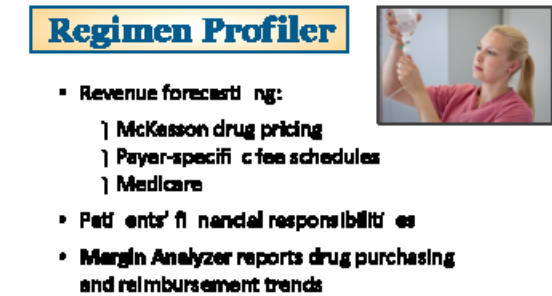
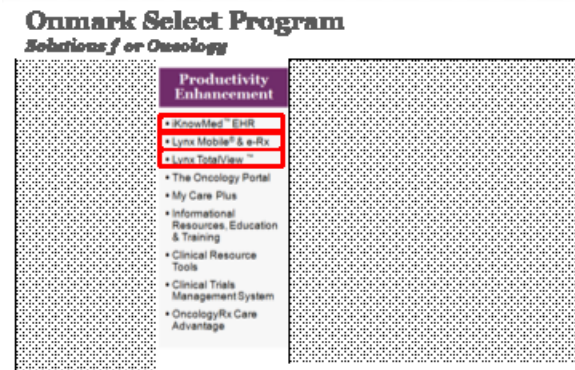
-Revenue Optimization – getting the most out of existing revenue sources

-Productivity Enhancement – lowering costs by achieving more efficient and streamlined operations

-Patient Volume Growth – expanding revenue opportunities by enlarging the practice's

		customer base, and -Purchasing Efficiency – optimizing costs in key expense areas – for example, taking advantage of discounts and rebates based on group membership In the next section, we'll look at a few programs from each of these four areas to give you an idea of the breadth and depth of the solutions available in the Onmark Select Program and how they leverage the unique expertise of our organization.
Slide 16 Revenue Optimization (title) Duration: 00:00:04 Advance mode: Auto	McKesson Specialty Health 	Notes:
Slide 17 Revenue Optimization Duration: 00:00:08 Advance mode: Auto	McKesson Specialty Health Onmark Select Program <i>Solutions for Oncology</i> 	Notes: Let's start by looking at a couple of offerings that benefit practices in the area of Revenue Optimization: Innovative Practice Services (or IPS) and Regimen Profiler. (We'll also touch on Margin Analyzer, which is part of Regimen Profiler.)

Slide 18 Innovative Practice Services Duration: 00:00:12 Advance mode: Auto	McKesson Specialty Health Innovative Practice Services • Array of customized services • Expert analysis (using TotalView™) • Identifies areas for improvement: } Financial performance } Workflow efficiencies } Lost revenue opportunities 	Notes: Innovative Practice Services offers an array of customized services designed to support the financial health of an oncology practice. Using our TotalView technology, the IPS team begins with an expert analysis and identifies areas for improving financial performance, workflow efficiencies, and lost revenue opportunities.
Slide 19 Innovative Practice Services (cont.) Duration: 00:00:09 Advance mode: Auto	McKesson Specialty Health Innovative Practice Services • Business, technology and clinical tools • Improves: } Revenue cycle management } Managed care strategy } Relationships with payers 	Notes: Business, technology and clinical tools can improve revenue cycle management, managed care strategy, and successful relationships with payers.
Slide 20 Regimen Profiler Duration: 00:00:10 Advance mode: Auto	McKesson Specialty Health Regimen Profiler  • Cost and reimbursement of infusible (IV) drugs • Web-based, customizable, easy-to-use • Comprehensive view of drug & non-drug costs	Notes: Regimen Profiler also helps optimize revenue because it provides practices with valuable insight into the cost and reimbursement of administering infusible (meaning intravenous) drug regimens. This web-based program is customizable, easy to use, and provides a comprehensive overview of drug and non-drug associated costs.

Slide 21 Regimen Profiler (cont.) Duration: 00:00:07 Advance mode: Auto	McKesson Specialty Health  Regimen Profiler - Revenue forecasting: - McKesson drug pricing - Payer-specific fee schedules - Medicare - Patients' financial responsibilities - Margin Analyzer reports drug purchasing and reimbursement trends	Notes: Regimen Profiler helps customers improve revenue forecasting by incorporating drug pricing from McKesson Specialty Health, payer-specific fee schedules, and Medicare coverage. It also includes tools to help patients understand their financial responsibility throughout the course of their therapy. Regimen Profiler includes Margin Analyzer, a spreadsheet-based tool that provides a detailed view of drug purchasing and reimbursement trends.
Slide 22 Productivity Enhancement (title) Duration: 00:00:04 Advance mode: Auto	McKesson Specialty Health  Productivity Enhancement	Notes:
Slide 23 Productivity Enhancement (chart) Duration: 00:00:13 Advance mode: Auto	McKesson Specialty Health  Onmark Select Program <i>Solutions for Oncology</i> Productivity Enhancement • iKnowMed® EHR • Lynx Mobile® & e-Rx • Lynx TotalView™ • The Oncology Portal • My Care Plus • Informational Resources, Education & Training • Clinical Resource Tools • Clinical Trials Management System • OncologyRx Care Advantage	Notes: Now let's look at some representative programs from the Productivity Enhancement group of the Onmark Select Program: the iKnowMed electronic health record system, Lynx TotalView and Lynx Mobile.

Slide 24

Lynx TotalView

Duration: 00:00:05

Advance mode: Auto

McKesson Specialty Health

iKnowMed EHR



Notes:

The iKnowMed Electronic Health Record system is web-based, for anytime, anywhere availability. It's designed to be easy-to-use, reliable, and secure. One of its selling points is its single-screen view, pictured here.

It was designed by oncologists, for oncologists to help practices improve clinical care and patient safety while maximizing cost efficiencies.

Over 1000 health care providers are currently using iKnowMed to manage the electronic health records of nearly one and a half million patients!

Slide 25

Lynx TotalView

Duration: 00:00:15

Advance mode: Auto

McKesson Specialty Health

Lynx TotalView

- Claims & remittance data
- Ensure accurate reimbursement
- Streamline billing
- Reimbursement trends
- Missed revenue opportunities

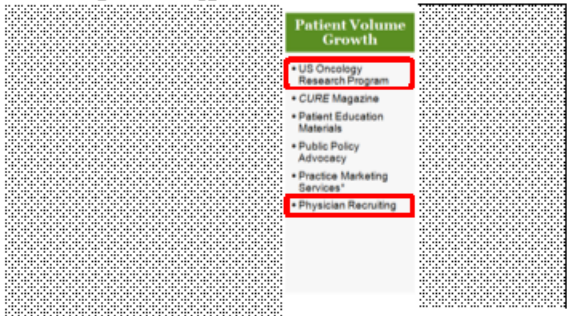


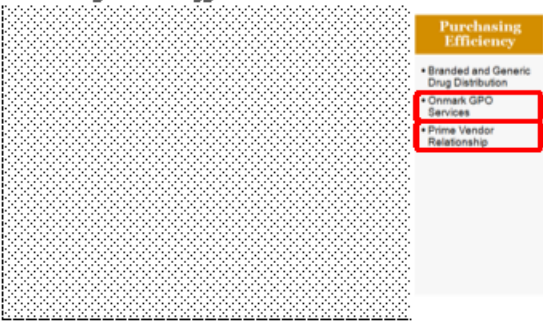
Notes:

Lynx TotalView is a secure, web-based service that enhances practice productivity by helping oncology practices better understand claims and remittance data, so they can ensure accurate reimbursement and streamline billing procedures.

Lynx TotalView delivers reports that provide a clear picture of a practice's reimbursement trends and identify any missed revenue opportunities.

Slide 26 Lynx TotalView (cont.) Duration: 00:00:07 Advance mode: Auto	McKesson Specialty Health Lynx Mobile® ▪ Web-based inventory management ↳ Customizable ↳ Automated ↳ Reduces drug waste ↳ Optimizes reimbursement ▪ Average \$70,000. recovered - per physician, per year 	Notes: Lynx Mobile is the leading web-based inventory management system for oncology practices. It's customizable, automated, and helps practices maximize productivity by reducing or eliminating drug waste, and optimizing reimbursement. A 2008 study showed that it can save practices an average of \$70,000. per physician, per year, by recovering charges that would otherwise have been lost.
Slide 27 Lynx Mobile Duration: 00:00:12 Advance mode: Auto	McKesson Specialty Health Lynx Mobile® ▪ Charge capture and reporting ▪ Interfaces with existing systems: ↳ Practice management (PM) ↳ Electronic health records (EHR) 	Notes: It includes charge capture and reporting solutions, interfaces with existing Practice Management or Electronic Health Record systems, and empowers customers to save time and money while improving patient care - at virtually every point of their workflow.
Slide28 Onmark Select Learning Game Interaction type: Word Quiz Passing score: 80 Instructions: None Custom Message: None	Learning Game Placeholder Learning Game: Word Quiz Title: Onmark Select Learning Game	Questions: 1. What two adjectives best describe the Onmark Select Program? Answer: FLEXIBLE CUSTOMIZABLE

Slide 29 Patient Volume Growth (title) Duration: 00:00:04 Advance mode: Auto	McKesson Specialty Health Patient Volume Growth	Notes:
Slide 30 Patient Volume Growth (chart) Duration: 00:00:10 Advance mode: Auto	McKesson Specialty Health Onmark Select Program <i>Solutions for Oncology</i> 	Notes: Now let's get back to our course and look at two programs that help Onmark Select Program members grow patient volume: the US Oncology Research Program and Physician Recruiting Services.
Slide 31 US Oncology Research Duration: 00:00:12 Advance mode: Auto	McKesson Specialty Health US Oncology Research ▪ Phase I-IV clinical trials ▪ Increases customer base ▪ Patients access the latest clinical trials closer to home 	Notes: US Oncology Research is one of the largest community-based clinical trials networks in America, specializing in Phase I-IV clinical trials. Participation in clinical trials increases a practice's customer base because patients are being more proactive in pursuing treatment options and seeking out the latest therapies. US Oncology Research helps community-based oncology practices advance the science of cancer care by increasing the availability of innovative clinical trials and allows patients to access the latest clinical trials closer to home.

Slide 32 Physician Recruiting Services Duration: 00:00:15 Advance mode: Auto	McKesson Specialty Health Physician Recruiting Services ▪ Additional physicians serve additional patients ▪ Over two decades experience ▪ Oncology-focused ▪ Saves time and resources 	Notes: Physician Recruiting Services is another program that helps practices grow patient volume. Adding qualified physicians to a practice increases the number of patients they can serve. For over two decades, Physician Recruiting Services has been recruiting and matching qualified physicians to fit the specialized needs of community oncology practices. The recruitment team saves practices time and resources by helping them identify, interview, screen and secure top candidates.
Slide 33 Purchasing Efficiency (title) Duration: 00:00:04 Advance mode: Auto	McKesson Specialty Health Purchasing Efficiency	Notes:
Slide 34 Purchasing Efficiency (chart) Duration: 00:00:10 Advance mode: Auto	McKesson Specialty Health Onmark Select Program <i>Solutions for Oncology</i> 	Notes: Because of the many business challenges our customers face every day, it's critical that they become as efficient as possible in purchasing. The Onmark Select Program offers several programs to help our customers do just that. Let's take a look at two of them: Onmark GPO Services and Prime membership.

Slide 35 Onmark GPO Services Duration: 00:00:13 Advance mode: Auto	McKesson Specialty Health Onmark GPO Onmark Select Program Onmark GPO US Oncology Network Unity GPO - GPO = group purchasing organization - Combined purchasing power - Discounts and/or rebates	Notes: McKesson Specialty Health offers two group purchasing organizations: Onmark GPO for the Onmark Select Program and Unity GPO for The US Oncology Network. These GPOs use the combined purchasing volume of their members to negotiate favorable contracts with manufacturers. Members save through discounts and/or rebates on products and/or services.
Slide 36 Prime Vendor Relationship Duration: 00:00:14 Advance mode: Auto	McKesson Specialty Health Prime Vendor relationship - Broader array of solutions - In exchange for greater commitments - Benefits: - Innovative Practice Services - Prime Generics Loyalty Program - Discounts	Notes: To maximize their purchasing efficiency, practices can choose to engage in a more committed relationship through Prime Membership in the Onmark Select Program. Membership in the program provides access to a broader array of solutions, in exchange for greater commitments, in contract term, drug purchasing, and technology implementation. Benefits include access to our full suite of Innovative Practice Services, our Prime Generics Loyalty Program, discounted fees for value-added services and discounts on branded pharmaceuticals. Next, let's take a look at how the Onmark Select Program stacks up against the competition.

Slide 37

Competitive Advantage (title)

Duration: 00:00:04

Advance mode: Auto

McKesson Specialty Health

Competitive Advantage

Notes:

Slide 38

Competitive Advantages (chart)

Duration: 00:00:08

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McKesson Specialty Health

Competitive Advantages

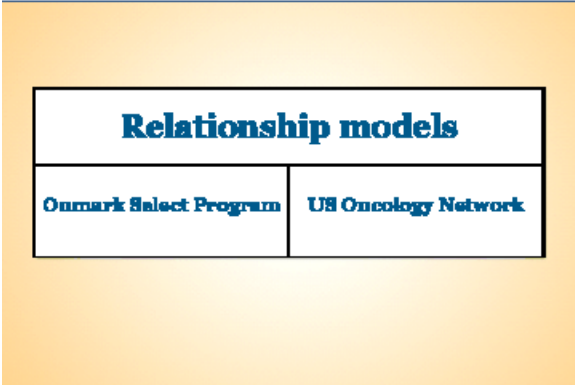
	McKESSON	AmerisourceBergon	CardinalHealth
Regimen Analysis Tool	1	1	-
Clinical Trials Management System	1	-	-
Expense Utility	1	1	1
OncoRx to Health Equity Care Assessment	1	1	-
Inventory Management	1	1	1
Reimbursement at Point of Care	1	1	1
Pharmacy & Health Records	1	1	1

Notes:

McKesson Specialty Health's depth of expertise and breadth of solutions is unmatched in the marketplace. Compare the Onmark Select Program on this chart with the offerings of two of our largest competitors. Both competitors are missing a clinical trials management system, and Cardinal Health is also missing a regimen analysis tool and oral chemotherapy care resources.

When you talk to your customers about the Onmark Select Program, you can be confident that no other company offers the breadth and depth—plus the flexibility—of our solutions.

Next, we'll look at how the Onmark Select Program is different from The US Oncology Network...

Slide 39 The US Oncology Network Duration: 00:00:04 Advance mode: Auto	McKesson Specialty Health 	Notes:
Slide 40 2 Relationship Models Duration: 00:00:02 Advance mode: Auto	McKesson Specialty Health 	Notes: Your customers will ask you about this so it's important you know the difference between the Onmark Select Program and The US Oncology Network. These are two different relationship models that customers can choose to have with McKesson Specialty Health. Customers may be engaged with only one of these relationship models at a time.
Slide 41 Onmark Select Program Model Duration: 00:00:10 Advance mode: Auto	McKesson Specialty Health 	Notes: As we have seen, the Onmark Select Program offers flexibility and choice. It's designed so practices can choose as few or as many products and services as they need. Within the Onmark Select Program, we have highly engaged, committed and loyal customers who benefit from our breadth and depth of expertise and products.

Slide 42 US Oncology Network Relationship Model Duration: 00:00:13 Advance mode: Auto	McKesson Specialty Health US Oncology Network • Long-term commitment • Become partners with McKesson Specialty Health • Full continuum of business and clinical support • Join forces with a business partner 	Notes: By contrast, The US Oncology Network is a long-term commitment in which practices become partners with McKesson Specialty Health and benefit from business and clinical support, strategic planning, process improvement, and capital deployment. The Network is designed for physicians who want to outsource the business administration of their practice to a business partner experienced in managing successful oncology practices.
Slide 43 Your Role (title) Duration: 00:00:04 Advance mode: Auto	McKesson Specialty Health Your Role	Notes:
Slide 44 Your Role Duration: 00:00:10 Advance mode: Auto	McKesson Specialty Health Your Role • Understand program offerings • Features, benefits, & messaging • Connect with customers' needs • Speak confidently • Help customers find the right solutions 	Notes: As a sales rep, your role is to understand the features and benefits of the Onmark Select Program as well as the individual products and services. You should practice and master the messaging for each area and be able to connect your customers' needs with the right products and services so they can take advantage of the program's flexibility. When you understand the competitive excellence of our offerings and the details about

		the various programs, you'll be able to speak confidently about how we can help our customers find the right solutions for their practice.
Slide 45 Your Role Duration: 00:00:10 Advance mode: Auto	McKesson Specialty Health Contracting process • Contract Request form • Sales Support Library • Send to: 1 MSH.CustomerCare@McKesson.com 1 OnmarkSelect@McKesson.com   	Notes: What do you do when you have a customer who's interested in the Onmark Select Program? Well, they have to complete an enrollment form to sign up. For copies of forms, use the Contract Request Form in the Sales Support Library. Prime Membership requires pre-approval for existing Onmark Select Program customers, but the same form will kick-off the process. Send the completed form to msh.customercare@mckesson.com and a copy to the Program Management Office: onmarkselect@mckesson.com .
Slide 46 Summary & Resources Duration: 00:00:02 Advance mode: Auto	McKesson Specialty Health Summary & Resources	Notes:

Slide 47

Summary

Duration: 00:00:41

Advance mode: Auto

McKesson Specialty Health

Summary

- Products & services in 4 areas:



- Flexibility, choice & value
- Deeper relationship through Prime membership

Notes:

OK! Let's review some of the key points in today's course. The Onmark Select Program empowers independent community oncology practices through a broad set of proven products and services in four areas: revenue optimization, productivity enhancement, patient volume growth and purchasing efficiency.

The program offers flexibility, choice and value to meet each practice's needs and priorities. Prime membership allows customers to engage in a deeper relationship. By making additional commitments, customers receive additional discounts and benefits.

Slide 48

Summary (cont.)

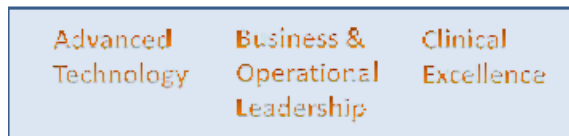
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McKesson Specialty Health

Summary

- Flexible and customizable
- Breadth and depth of product/ service offerings



Notes:

The Onmark Select Program is flexible and customizable, and the breadth and depth of our capabilities are unmatched. Our flexible range of services provide valuable solutions in three areas: advanced technology, business operations, and clinical excellence - so practices can remain independent, grow, and deliver the best possible patient care.

Slide 49 Sales Support Library

Duration: 00:00:10
Advance mode: Auto



Notes:

Be sure to check out the wide variety of materials available for you on the Sales Support Library.

Slide 50 Literature Request Form

Duration: 00:00:02
Advance mode: Auto

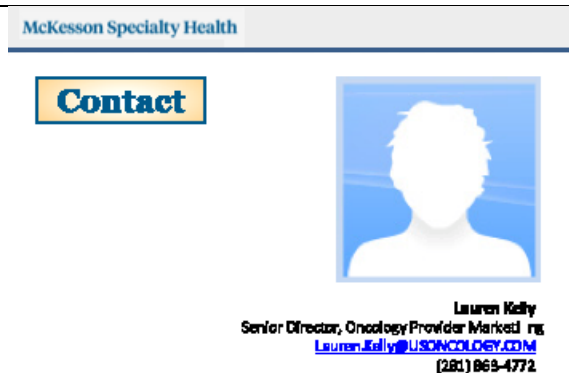
Notes:

The Sales Support Library includes a link to the Literature Request Form, which is shown here. Use this to request copies of printed materials. Email requests to:

requests.mshmarketing@mckesson.com

Slide 51 Contact

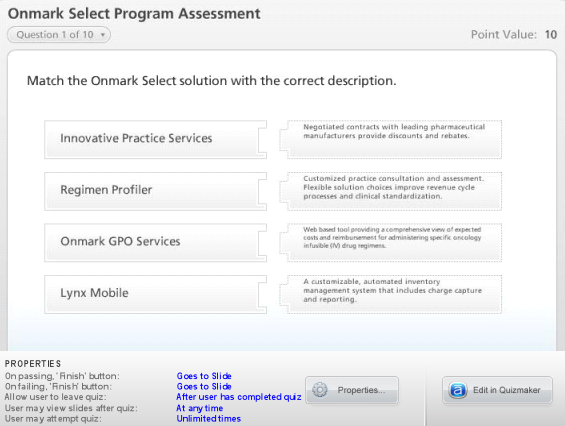
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Notes:

If you have additional questions, please feel free to contact me by email or phone if I can be of any assistance!

Slide 52 Thank You! Duration: 00:00:04 Advance mode: Auto	McKesson Specialty Health McKesson Specialty Health	Notes: Thank you!
Slide 53 Assessment (title) Duration: 00:00:02 Advance mode: Auto	McKesson Specialty Health Assessment	Notes:
Slide 54 Assessment Instructions Duration: 00:00:29 Advance mode: Auto	McKesson Specialty Health Assessment • 10 questions • 80% passing score • If you don't pass, you can retake it • Some multiple choice questions require more than one selection to answer correctly 	Notes: This course includes an assessment. You must score at least 80% to get credit for completing the course, but if you don't pass, don't worry - just take it again! Please keep in mind that some multiple choice questions require more than one selection to answer correctly. Good luck!

Slide 55 Assessment Duration: 00:00:00 Advance mode: Auto		Notes:
Slide 56 Congratulations! Duration: 00:00:11 Advance mode: Auto		Notes: Congratulations! You have successfully completed The Onmark Select Program course! You may print this page for your records if you wish, and you may now close this browser window.