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#### **PURPOSE:**

- 1. To strengthen the business relationship of the Medical Arts Building (MAB) pharmacies with the MAB Secretaries through a referral incentive program.
- 2. To capture the prescription of MAB Doctors through the referrals of the MAB secretaries directed to the MAB pharmacies.
- 3. To increase the sales revenue of MAB pharmacies.

### SCOPE:

Applies to all Pharmacy Division, Cashier Control Section, Sales and Marketing Division staff of Dr. Pablo O. Torre Memorial Hospital, MAB Doctors, MAB Secretaries.

#### PERSON RESPONSIBLE:

Licensed Pharmacists, Pharmacy Technicians, MAB Secretaries, Cashier Supervisor, and Sales and Marketing Staff

## **GENERAL GUIDELINES:**

- A referral incentive program shall be discussed with the MAB Secretaries at the start of each year.
- 2. Referral coupons shall be distributed by the MD Relations Staff to all MAB secretaries.
- 3. The MAB Secretary will receive incentives according to the number of referral coupons they have directed to the MAB pharmacies.
- 4. The top 20 MAB Secretaries with the highest number of referral coupons will receive incentives on a quarterly basis.



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- 5. Incentives can either be in the form of cash, gift certificates or tokens.
- For cash incentives, the MD Relations Staff shall issue a Claim's Slip to the MAB Secretaries indicating the total amount of incentives they will receive.
- 7. The Pharmacist shall endorse the summary of the claimants to the Main Cashier for their reference including the total amount of cash incentives that the Secretaries will receive.
- 8. MAB Secretaries shall present the Claim's Slip to the Main Cashier to redeem their cash incentives.

## **PROCEDURE:**

- The Outpatient Pharmacy Manager and MD Relations staff shall discuss the referral incentive program to the MAB Secretaries for their approval at the start of each year.
- 2. Once approved, the MD Relations staff shall distribute the Pharmacy Referral coupons to all MAB secretaries.
- 3. MAB secretaries will fill out all necessary information in the referral coupon.
- MAB secretaries will give the referral coupons to the patients of the MAB doctors
  after their check-up and direct them to the MAB pharmacy to buy their medicines.
- After the patient buys their medicine at the MAB pharmacy and present their referral coupon, the pharmacy staff shall record the name of the MAB secretary indicated in the referral coupon.



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- 6. The MAB Secretary with the highest number of referral coupons will receive incentives on a quarterly basis.
- 7. The MD Relations staff shall notify the Top 20 MAB Secretaries and issues them a Claim's Slip indicating the amount of cash incentives they will receive.
- 8. The MAB Secretary shall then present the Claim's Slip to the main cashier to redeem their cash incentives.
- The MAB Pharmacist will send the list of the names of the MAB Secretaries to the Cashier Supervisor together with the total amount of cash incentives that the Secretaries will receive.



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# **FLOWCHART START** Discusses the referral incentive program to the MAB Secretaries for their approval. Distributes the Pharmacy Referral coupons to the MAB secretaries. Fills out all necessary information in the referral coupon. Gives the referral coupons to the patients of the MAB doctors upon check-up and directs them to the MAB pharmacy to buy their medicines. Records the name of the MAB secretary written on the referral coupon when patient buys their medicine at the MAB pharmacy and present their referral coupon. Notifies the Top 20 MAB Secretaries and issues them their Claim's Slips. Sends the list of the names of the MAB Secretaries to the Cashier Supervisor together with the total amount of cash incentives they will receive Presents the Claim's Slip to the main cashier to redeem their cash incentives. **END**



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	KEY TASKS	PERSON RESPONSIBLE
1.	Discusses the referral incentive program to the MAB Secretaries for their approval.	Outpatient Pharmacy Manager and MD Relations staff
2.	Distributes the Pharmacy Referral coupons to the MAB secretaries.	MD Relations staff
3.	Fills up all necessary information in the referral coupon.	MAB Secretaries
4.	Gives the referral coupons to the patients of the MAB doctors upon check-up and direct them to the MAB pharmacy to buy their medicines.	MAB Secretaries
5.	Records the name of the MAB secretary written on the referral coupon once the patient buys their medicine at the MAB pharmacy.	MAB Pharmacy Staff
6.	Sends the list of the names of the MAB Secretaries to the Cashier Supervisor together with the total of cash incentives they will receive.	MAB Pharmacy staff
7.	Presents the Claim's Slip to the main cashier to redeem their cash incentives.	MAB Secretary
8.	Notifies the Top 20 MAB Secretaries and issues them their Claim's Slips.	MD Relations staff



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