

Elevate 2022

Video Library



The foundation of your growth strategy: the Gap Analysis

Chris Hespe discusses the tools available to plans to benchmark performance including the Gap Analysis and the Growth Dashboard.

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Breaking down and conquering pharmacy coalitions

Chris Hespe and Adam Bredesen discuss competition with pharmacy coalitions, including how to develop a detailed proactive and reactive strategy to counter coalitions' aggressive approach.

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Specialty market insights to formulate your strategy

Vic Perini and Meghan Pasicznyk discuss the challenges present in the specialty space, and how plan sponsors can demonstrate their holistic value and provide proactive consultation.

[Click to watch part 1](#)

[Click to watch part 2](#)

Understanding what's driving current healthcare trends

Dr. Christine Gilroy discusses the long-term impacts of COVID-19, increased behavioral health needs, emerging opportunities tied to improving gaps in health services, and more.

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Going beyond integration – differentiating your brand

Corey Graves discusses developing a strategy to show and prove the value of integration for your plan.

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First-hand insights: Consultant Panel and Q&A session

Chris Hespe moderates a discussion between consultants Sarah Martin, Nick Long, and Dr. Dominic Vu regarding their role in the RFP process and how you can better tailor your message.

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Market dynamics impacting drug pricing and what you can do about it

Harold Carter and Brian Old discuss how to prepare for upcoming biosimilar releases, adjust your strategy around 340B, and compete using specialty lists.

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Elevate 2021

Video Library



Setting the stage: how proactive consultant engagement leads to a better bid process

Our first video features two of our favorite topics: the bid process and consultant relations and how they truly complement each other. Hear from Chris Hespe and guest speaker Joe Blumert on the latest best practices and insights to put you in the best position to win.

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Your solution offering: a key to your competitiveness

Our second Elevate video is focused on a key competency to your growth: solutions. Janice Grochal leads an insightful discussion with two of our clients who share some best practices and how they utilize pharmacy solutions to stay ahead of the competition, improve their relationships with their consultant community and most important of all – win.

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A conversation with PSG: what it takes to win in the commercial space

Our last Elevate video features an interview with Beth Hebert-Silvia, Senior Vice President – Health Plan Practice Lead at PSG. This is one you definitely do not want to miss as Beth reflects on her years of experience and current market trends and walks through, step-by-step, what health plans need to do to win in the ASO space. And no need to take notes, we already have a full session outline for you to download on the site

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Elevate 2020

Video Library

Getting you from chaos to zen: RFP best practices

The current process to get an RFP out the door successfully can be chaos. Kathy Moreland and pharmacy RFP expert Julie Steffel explain our new process and plans in order to help alleviate this chaos and showcase the power of pharmacy in your RFPs.

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Dollars and sense: the evolution of pricing optics

Pricing deals are never black and white. New optics are always changing the way deals need to be tweaked to ensure your plan is not losing opportunities due to seemingly insignificant details. Brian Old takes you through the top five pricing optics we are seeing in the market today and how you can address these in your offers, as well as the critical importance of utilizing the competitive deal database.

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Matching perception to reality: building a winning pharmacy go-to-market team

Chris Hespe takes a deep dive into health plan organizations and why they are currently not set up to translate pharmacy excellence into the market, and more importantly, what plans can do to correct this.

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Elevate 2020

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Un-leveling the playing field: utilizing simple strategic marketing

Corey Graves walks through Marketing's role at each critical point of the sales and client management cycle.

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Reading between the lines: what brokers are really saying

Guest speaker Nick Chini, from Bainbridge Consulting, walks through the findings of their "voice of the customer" research with brokers across the nation, and then Adam Bredesen digs into these quotes to find out what is really being said, and what you can do about it.

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Elevate 2020: live finale

Elevate concludes with a live broadcast, including an interactive panel among brokers and Express Scripts leaders with a follow-up interactive Q&A session.

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