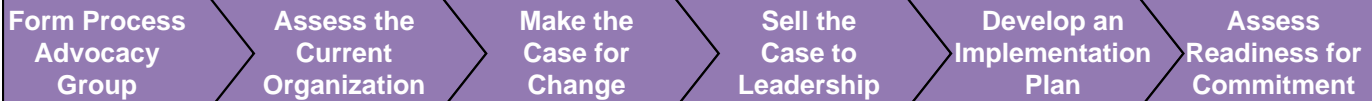




AN OVERVIEW OF STEPS FOR MOVING FROM AWARENESS TO COMMITMENT

The Discovery Pathway involves assessing the organization's level of readiness to proceed with PBM and creating the plan for implementation to progress to the Foundation Pathway.



Desired End State:

1. Senior leadership commitment to PBM
2. Identified and accepted the organization's current readiness for PBM
3. Implementation plan developed that defines actions to be accomplished in the next Pathway.

Key Outputs:

1. Readiness profile
2. Inventory of tools, methods & initiatives
3. Implementation plan
4. Communication plan, which includes marketing materials

Key Roles and Responsibilities in this Pathway:

1. Advocacy Group- this group of process advocates provides the initial launch of the PBM effort and provides the groundwork to advance a PBM agenda
2. Sponsor- the executive(s) in the organization who provide the initial support for the advocacy group
3. Senior leaders- those senior executives that the process advocacy group is engaging in the discussion and review of the PBM implementation plan

Impact on the Business:

1. PBM Implementation Plan is aligned to the organization's strategy, and provides a picture of the ultimate PBM destination.
2. Dedicated resources required by Advocacy Group & subject matter experts
3. Fear of change regarding functional vs. PBM roles & responsibilities
4. Process awareness, and the improvements which potentially result