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