

# State Association Checklist for PBM Appeals Engagement

- Set clear goals and timeline.
- Identify target pharmacies.
- Communicate the financial impact of underwater claims.
- Launch with email, newsletter, and social outreach.
- Host a kickoff webinar and tool demo.
- Provide simple guides and resources.
- Partner with a PBM appeals platform.
- Support pharmacies with a clear help channel.
- Highlight early wins and success stories.
- Encourage consistent claim submissions.
- Track participation and dollars recovered.
- Gather feedback and refine the program.