Modernize the PBM RFP lifecycle with Salesforce

RFP volume is rising, and regulatory scrutiny is intensifying. Yet many PBMs still manage high-stakes pursuits through spreadsheets, shared drives, and disconnected workflows.

Turnberry helps PBMs transform manual, risk-prone RFP processes into a governed, Salesforce-enabled lifecycle that improves pricing consistency, strengthens audit defensibility, and builds confidence at scale.

THE PRESSURE POINTS IN TODAY'S PBM RFP LIFECYCLE

Many PBMs are still managing complex RFPs across Excel models, email threads, and shared drives, creating version control issues, rework, and limited transparency. As state-specific requirements evolve and scrutiny increases, pricing logic, documentation, and approvals often live in separate places, making alignment difficult and audit exposure higher.

At the same time, Sales, Clinical, Pricing, and Proposal teams operate in parallel rather than in sync, which slows decision-making during critical bid windows and limits real-time visibility into pipeline risk, resource capacity, and forecast confidence.

OUR APPROACH

Turnberry delivers a PBM-calibrated RFP lifecycle architecture built on Salesforce, designed for FFS, MCO, state procurement, and pass-through transparency models. We focus on:

- Persona-based RFP lifecycle blueprint
- Future-state Salesforce-enabled workflow design
- Governance guardrails embedded into stage gates
- Automated intake, routing, and approval logic
- Pricing and clinical governance automation
- Audit-ready documentation and reporting

THE IMPACT

- Reduced cost per RFP pursuit
- Improved pricing consistency and audit defensibility
- Increased cross-functional alignment and executive visibility
- Scalable foundation to support rising RFP volume
- Higher win confidence

WHY TURNBERRY?

salesforce SUMMIT PARTNER

Turnberry partners with pharmacy benefit managers to modernize commercial operations, strengthen governance, and unlock enterprise value. We bring deep PBM domain expertise, Salesforce excellence, and a practical, outcomes-first mindset. From strategy through implementation, we help organizations move with clarity, confidence, and control.

Learn more at www.turnberrysolutions.com.

Let's connect.