**Pharmacy Marketing Essentials**

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Accredited for 1.5 CE Hours

Chuck Waters
Director of Marketing, Communications & Member Services
American Pharmacies
cwaters@aprx.org | 512-935-5528

June 9, 2017
La Cantera Resort, San Antonio

**Disclosure & Session Objectives**

Paid employees of American Pharmacies. Conflict of interest: None

**Learning Objectives**

At the end of this session; you will be able to:

- Describe the importance of building strong brand identity through pharmacy marketing & advertising;
- Identify key factors in building a strong online presence with websites and social media;
- Explain how to create and follow a basic pharmacy marketing plan;
- Describe how to use the RxCOMPASS data analytics program to develop or improve a patient/prescriber marketing plan;
- Explain how to market a medication adherence program to prescribers & patients; and
- Describe the value of in-person prescriber calls and how to schedule, conduct, and maximize those interactions.

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**Marketing Simplified**

- **Build a Basic 5-Step Marketing Plan**
  - Build & Refine Your Brand Identity
  - Build a Strong Online Presence
  - Identify Target Market(s)
  - Set Budget & Expense Allocation
  - Establish Objectives & Timelines

Building a Marketing Plan

1. **Define Your Brand**

Your brand is your value proposition — the promise you make to patients and customers. It is their perception of your business, its products and services.

**Branding must be the foundation of your marketing efforts because it is how you build your reputation.**
Building Your Brand

The elements that most define your brand are Value, Trust and Service. Logos, colors, ads, website content, messaging, brochures and signage don't define your brand, but articulate it in a material way.

Articulating Your Brand

As your local Good Neighbor Pharmacy, we offer quality products at affordable prices, while providing the personalized attention and the service you expect. As your neighbors, we live, work and play in the same community. As your neighbors, we strive to take care of your community and our neighbors, and it's the way we take very seriously. We thrive on the opportunity to serve you and your family to the best of our abilities because your business and your health are very important to us.

Defining Your Brand

- What is Your Mission?
- What Are Your Values?
- What Is Your Commitment to Your Patients & Community?
- What Differentiates You from Competitors?
- What Special Services or Programs Do You Offer?
- Does Your Entire Staff Buy Into Your Brand?
- What Does Your Store's Appearance and Online Presence Say About You?

2 Websites & Social Media

- In the online world, your website is your storefront. If you don't have a website, you are missing out on a lot of business.
- Your website communicates your value proposition and drives traffic to your store.
- The goal of social media is to build connections with your target audience(s).
The Internet & Health-Related Content

- 80% of consumers use the internet to seek health-related info (Google):
  - Diet, Nutrition & Vitamins: 47%
  - Fitness/Weight Loss: 36%
  - Info on Rx or OTC Drugs: 34%
  - Alternative Treatments: 28%

- 76% of respondents use the Web to find local business information — such as location, hours & services — vs. 24% using yellow pages (2011, Burke Report)

Households earning $100,000+ are 60% more likely to do health searches than those earning less than $50,000.

What Makes a Good Website? (It’s Not Rocket Science)

- Simplicity of Design — Home page should be inviting & attractive with minimal content:
  - Pick 1-2 restrained colors, use patient-friendly images – no animations or motion effects!

- Guide Viewers to Key Information:
  - Clear, simple icons/links to vital pages or apps

- Online refill app — patients prefer a simple app they can access by phone or tablet over a dial-in app.

- Tells visitors what you do and who you are:
  - Do you compound – HRT, pain, etc.
  - Disease specialization – diabetes, COPD, etc.
  - Hours | Delivery | Spanish
  - What’s your mission/value prop?

Does this Pharmacy:

- Deliver?
- Compound?
- Offer Online Refills?
- Do Vaccinations?
- Have Diabetes Supplies?
- Make a Profit?

“Everything you need to feel good & smell good”
“Old fashioned drug store with eclectic items & supplies”

“Stop by to talk to our pharmacists and find the best insurance plan for your prescriptions.”

Locally owned. Locally loved.

Welcome to Landmark Pharmacy

About Us

Store Location & Directions

Pharmacy Hours

Store Hours

Paints

“Good Neighbor Pharmacy”

“Everything you need to feel good & smell good”

“Stop by to talk to our pharmacists and find the best insurance plan for your prescriptions.”
Roden-Smith Pharmacy: Clovis, NM

As voted in CNJ 2016
"Best Pharmacy in Clovis"
As voted in CNJ 2016
"Best Pharmacist in Clovis"
David Lansford, as voted in CNJ 2016

Welcome to Roden-Smith Pharmacy, your fast and friendly full-service pharmacy. For over 65 years we’ve been proudly serving the Clovis, NM area with vaccinations, over-the-counter medications and more. We look forward to helping each customer get the care and attention they deserve. Se habla Español!

Sign-up For Our Free eNewsletter
Receive health news, store updates and events, as well as discounts.

Easy, Free Ways to Promote Your Site

- Always put your URL and a reason to visit your website on all printed matter, including your business cards. You should also mention what people will get if they visit your site, such as a newsletter or a list of “Top 10 Diabetes Tips.”

- An email signature is a powerful, free tool. It takes just a few seconds to create signature that includes a link to your website: automatically attach it to every outgoing patient and prescriber email to drive traffic to your site daily.

- Be knowledgeable, share your expertise, provide helpful solutions, and link to great articles on hot topics.

Social Media Cannot Be an Island

- Must Be Integrated with Website
- Must Seek to Convert Social Followers to Loyal Customers by Steering Them to Programs & Resources
- Convert Contacts by Capturing Emails & Other Info
- It Should not Duplicate, but Complement, Your Advertising, Promotional and Educational Efforts.

The primary goal of social media efforts is to build brand awareness & loyalty.
Listen To Your Patients!

- Your customers will tell you what they value most about your pharmacy, why they chose you, or what frustrates them about other pharmacies. Emphasize those advantages in marketing & advertising!
- Let customers speak for you. Your website & Facebook page should feature testimonials.

Don’t Ignore Negative Feedback on Facebook or Yelp!

3 Identifying Your Target Markets

Essential Considerations
- New & growing pharmacies focus more on saturation marketing to build visibility & traffic in their service area.
- Established pharmacies can benefit more from relationship marketing: targeting qualified groups for offers, services or programs: the non-adherent, those with multiple disease states, LTC patients, children, higher-income populations, those interested in self-help and wellness.

REMEMBER: Your best prospects can sometimes be your existing customers!

Target Markets Must be Qualified

- Define groups by location, income, age, health characteristics, insurance plan, etc.
- What characteristics are you seeking in buyers for the products/services you want to market?
- The holy grail: patients with commercial health insurance & disposable income who want to improve their health.
Advertising & Promotions

- **What's the Objective?**
  - **Greater Visibility:** Print, digital, direct mail, events
  - **Promote Specific Services/Programs/Products:** (Compounding, Diabetes, MTM, Smoking, COPD, Weight Loss, etc.) Targeted email, Facebook, events, bag stuffers, in-store signage
  - **Promote Front End Sales:** (Not cost-effective if FE is less than 15% of Total Revenue) Social media, print (in-store), digital
  - **Build Rx Sales Volume:** Digital, targeted email & calls

Marketing & Advertising Collateral

- **Fliers/simple brochures** helpful if you compound, immunize, med synch or conduct classes.
- **Bag-stuffers and clip-ons:** an inexpensive and visible way to promote products & services
- **Stuffers & inserts are more effective when they are verbally reinforced.**
- Stay away from high-dollar printed pieces. They are not cost-effective.

Common Mistakes in Collateral

1. Using Small Text/Font Sizes
2. Too Much Variety or Inappropriate Typefaces
3. Low-Resolution Images
4. Not Enough White Space
5. Information with No Hierarchy or Organization
6. No Call To Action

The Power of Events

*Events are a great way to showcase your pharmacy:*  
- Participate in a local health fair or partner with your Chamber of Commerce on some type of health awareness event.
- Hold a drive-through immunization clinic or a Vote & Vax promotion on election day or a primary voting day.
- Hold classes on healthy eating for diabetics, weight management, smoking cessation, etc.
- Hold a drug takeback event in partnership with local law-enforcement.*
**How Much Should I Spend?**

- SBA says businesses with < $5 million in annual TRV should spend 7% - 8% on marketing. If your margins are under 10%, shoot for 5% - 7%.
- Businesses in start-up or early growth mode need higher %.
- Your marketing budget should never be based on what's left over after all other expenses are covered.
- The average small business spends just more than $400 a month on ongoing marketing, 46% of it on digital marketing.

**What Does It All Cost?**

- **Branding Support**
  - Logo, biz cards, email templates, letterhead: $500 - $5,000
- **Website**: < $100 up to $4,000 (non-commerce)
- **Social Media**: $1,000 - $2,000
- **Advertising**:
  - Social media – $300 - $500 monthly
  - Website – $500 a month
  - Print, Digital – $3,000 a month
- **Content**: $200 - $300 per piece
- **Events**: $500 up to thousands

**Small Business Marketing Trends**

- Marketing budgets are increasing overall.
- Marketing spend is shifting from traditional advertising channels to digital channels (advertising delivered through search engines, websites, social media, email, and mobile apps.)
- Social, mobile, email and search marketing represent the lion's share of the digital marketing budget.
- Marketing budgets are typically 4% - 12% of total revenue
  
  *2017, BrightLocal

**Goals, Objectives & Timelines**

- A marketing plan should be based on a 6- to 12-month goals, broken down into shorter-term objectives.
- **Goal**: Increase compounding revenue by 10% over 12 mos.
- **Objective**: Conduct targeted email campaign Jan-March 2018 to push the value of HRT & pain medication compounding to patients 50 & older. Budget: $1,200

**59% of Small Businesses said marketing on social networks, such as Facebook, LinkedIn & Twitter will be their primary spending focus in 2017.**

*Forrester Research*
Monitor, Adapt & Adjust the Plan

- A marketing plan can’t be a rigid, inflexible document. It has to be periodically reassessed & adjusted according to external & internal changes:
  - Changes in staff/capabilities
  - Changes in revenue/financial resources
  - Availability of new products/programs
  - Changing reimbursement models
  - Changes in goals/objectives

Resources Coming

The APRx Online Marketing Center

- Sample marketing plans
- Links to external knowledge & resources
- Templates for basic bag stuffers, inserts & fliers
- Links to marketing education & CE
- Examples of successful ads, videos & more
- Using RxCOMPASS to market to patients

Launching in Fall 2017

Jeff Jacobs, CPhT

Pharmacy Operations Manager, American Pharmacies

- Formerly Pharmacy Operations Analyst with FDS
- Authored RxCOMPASS Utilization Initiative
- 18+ years industry experience
  - 16+ years in retail pharmacy (various Texas markets)
  - 13+ years in independent community environment, including prescription compounding
  - 7 years in pharmacy prescriber and patient marketing, and also in brand management
  - 11+ years in graphic design
- Personal areas of passion and dedication:
  - Customer service, patient retention, independent pharmacy advocacy and empowerment

Why Marketing?

Understand the immediate value

- The benefits of a well-coordinated marketing plan are absolute
- Truly differentiates businesses in the marketplace
- Do you have an understanding of current demands in the marketplace?
- Are you familiar with your main competitors?
- Is your business experiencing growth or stagnation?
How Do You Rate Your Overall Value?

Grade honestly each facet of your business
- This is a great way to gain insight into areas of success and insufficiency
- Make necessary changes and review key detail
- All criticism received by your marketer should be evaluated and addressed
- Take the time to review online feedback

Brand Carefully: The Difference Between Marketing and Branding
- YOUR BRANDING is significantly bigger than any advertising efforts. It is the foundation on which all other marketing efforts are built.
- Building a strong brand takes time and commitment, but it is well worth it in the long run.
- A strong brand can help to differentiate your company from the competition and establish it as a leader in its industry.

Who is delivering your message?

Points of consideration: Choosing a marketing representative
- This person is the face of your business
- Being personable or relatable alone is not enough
- Any marketing rep must be able to succinctly speak to your value proposition in a meaningful way, at any given moment
- This person should understand in detail all the services you offer

Does a candidate exist within your current staff?
- CPhTs oftentimes make for great marketing reps
- Especially useful with any specialty offerings
Managing Your Marketer

**Conduct weekly reviews with your marketing rep**
- Direct your marketer to provide both call notes from the week and call schedule for the following week
- Call notes should be brief and to the point
- Reviewing this information each week with your marketer is recommended
- It is imperative that the pharmacy owner and/or manager have full disclosure of all marketing efforts in an easily accessible way
- Work with your marketer to develop gripping marketing collateral

**Communicate internally**
- All-staff meetings are recommended
- Poor internal communication is one of the easiest ways to generate confusion among staff, patients, and prescribers

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Establishing a Marketing Program

**Managed growth is productive growth**
- A useful plan of action:
  - Who is your audience?
  - What is your message?
  - What are your goals?
  - What is your next step?
- **Do you have a plan for gauging ROI?**

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Benefits of Independents to Patients

**Traditional points of value**
- Friendly, familiar service
- Typically smaller volume of patients
- Quick turnaround
- Delivery, mail

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Marketing to Patients

**Identify patient opportunities for targeted outreach**
- Capitalize on key opportunity
- Prioritize all outreach beforehand
- Focus first on patients representing the greatest opportunity

**Maximize your value for your patients**
- Grow your OTC
- Higher-end “cosmeceuticals” are growing in popularity
- Training staff to become experts in your front end is recommended
- When patients call in to request refill, ask if they need any OTC items
- Keep a list of recommended items by Rx medication for reference
- Keep educational books for purchase
Five Star Compliance Scorecard

Easy to understand rundown of performance vs. goals

Refills on Time

Statistically proven gains by your APRx peers
- In 35 distinct periods of utilization, 6 stores have captured:
  - 1,881 confirmed fills
  - 2 fills gained per patient
  - 53 gained fills per distinct period
- $177k total gained revenue
  - $94 revenue per Rx
  - $183 revenue per patient
  - $5k revenue per distinct period
- $23k total gained profit (all profit values are before rebate)
  - $12 profit per Rx
  - $24 profit per patient
  - $663 profit per distinct period
Missing Patients

New Patients

<table>
<thead>
<tr>
<th>Missing Patients</th>
<th>New Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinpoint new business and conduct proactive outreach.</td>
<td>Gaining this feedback provides you excellent content for marketing to prescribers.</td>
</tr>
<tr>
<td>Ask patients for family or friends in need of assistance.</td>
<td></td>
</tr>
</tbody>
</table>

Patient loyalty

- If not already, consider creating a Patient Loyalty program.
- Patients earn rewards/discounts for regular business and/or referrals.
- The goal is to show the value of remaining your patient.
- Send out a regular email blast.
- Email blast services such as MailChimp or ConstantContact are easy to use, effective, affordable, and ROI is trackable.

Benefits of Independents to Prescribers

Traditional points of value
- Like patients, their only understanding of big box chains come from commercials/ads, or from their own/their patients’ experiences.
- Prescribers in small practices are independents themselves.
- Prescriptions are sent to specific pharmacies by either patient request or prescriber preference.

Marketing to Prescribers

Which offices to call on and when
- Your marketing plan, however specific, will determine which practices you market to.
- Best times to call: Monday afternoons thru Friday mornings.
- Consider also prescribers writing for high margin drugs.
- Always begin with offices for whom you have filled Rxs previously.

Showcase patient feedback and response
- Equip yourself with actual patient feedback.
- Consider tracking patient response in detail, and then developing a marketing piece that speaks to trends and overall efficacy.
The Value of Marketing Adherence

Strong medication adherence is something to be proud of
- Demonstrates the value of your care and your commitment to improving patient outcomes
- Non-adherent patients have proven incapable of managing their own medications
- Adherent patients are happy ones, and are financially significant

Best Practices

Maintain your efforts; Making an impact
- Revisiting previous onsite visits every 3 to 4 weeks is recommended
- Keep visits as brief or as long as they need to be
- Pharmacy professionals should consider wearing lab coats when onsite

Other valuable insight
- Onsite visits are most effective
- Print collateral needs a short, pronounced call to action
- In the beginning, expect to get turned away
- Putting a pharmacist in face-to-face conversation with a prescriber is impactful

Get Interactive

Capitalizing on your in-person calls
- Work on your elevator pitch
- Learn staff names, roles
- PA-Cs and NPs oftentimes prove better writers than physicians

Lunches and breakfasts
- Be sure to arrive early
- If a multi-prescriber office, try to schedule for a day that all, or at least most, key prescribers will be there
- Get a head count and keep per person cost to a minimum
- Go with a set agenda, but prepared to answer off-topic questions
- Follow up on these meetings quickly

Top Prescribers

Identify your top writers for targeted outreach
- The old adage of “80% of your business comes from 20% of your prescribers” holds true in the independent retail environment
- If a customer asks for recommendation of specific practice type in the area, make certain to get the patient’s name and follow up with the prescriber
### Top Prescribers

<table>
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<tr>
<th>Rank</th>
<th>Prescriber</th>
<th>Rx Count</th>
<th>Patients</th>
<th>Fills per Patient</th>
<th>Revenue</th>
<th>Maint. Dough</th>
<th>Generic Rx Count</th>
<th>Revenue Rank</th>
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<tbody>
<tr>
<td>1</td>
<td>Robert Jones</td>
<td>7,722</td>
<td>847</td>
<td>11.9</td>
<td>$468,257.20</td>
<td>4,914</td>
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<td>$27,130.76</td>
<td>543</td>
<td>889</td>
<td>5</td>
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</table>

*Annual values

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### Platform Support

Users have access to superior consultative support

- **APRx Pharmacy Business Consultants (PBCs)**
  - Direct source for industry expertise
  - When to contact:
    - RxCOMPASS utilization direction and supplemental training
    - Explanation of new tools and development

- **FDS Pharmacy Operations Analysts**
  - Platform experts with industry-relative experience
  - When to contact:
    - General training
    - Platform access issues
    - Functionality questions
    - Data concerns

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### Tracking ROI

Monitor closely the return on your efforts

- All effort and time invested in marketing and relative outreach should be tracked and compared against return
- Evaluate returns for improvement
- Remove calls not worthwhile from routing
- Invest in a billboard, magazine, or online ad?
- Marked gains should be apparent with a dedicated marketer in place

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### Educational Events, Etc.

Become the trusted resource in your community

- Consider including local prescribers with whom you have a strong relationship

Educate while they wait

- Determine if a running PowerPoint presentation in your lobby/waiting area would be useful