



Marketing to Patients and Prescribers

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Learning Objectives

- Recognize the difference between patient and prescriber marketing.
- Explain why marketing is important for pharmacies in good and bad times regardless of the financial challenges they face.
- Develop marketing strategies for patients and prescribers.
- Apply basic strategies to create effective doctor detailing.
- Create an elevator pitch to use when visiting prescriber offices.



Why is it important to market to patients and prescribers

- Maintain patient and provider engagement
- Attract new patients and prescribers – Goal: grow your business
- Optimize Revenue streams - Financial challenges push us to explore new revenue streams
- Marketing plays a big role for pharmacies that focus on ancillary services like wellness and specialty treatments - Bring in a new service , you must market it
- Brand Resilience - Consistent and strategic efforts help to build your brand

Marketing to Patients

- **Approach: Broad and General**
- **Effective marketing builds trust and credibility**
- **Empower patients by providing them with valuable information**
 - Digital
 - In store
 - Community Outreach



Marketing to Patients: Digital Marketing

Website

- Digital Storefront
- Sets the tone for your online presence
- Open 24/7
- Should include info about products & services, location, hours, team

Social Media

- Share info about services, Health tips
- Promotions
- Community engagement (contests)

Emails

- Educational
- Promotions

Google

- Online visibility
- Brand authority and trust
- Google my business
- Google ads
- Google Analytics

Marketing to Patients: In Store Marketing

In store Signage

- Retractable banners
- Framed information sheets
- Vinyl window clings
- PVC signs/Sandwich boards to put out front of pharmacy
- Feathered banners

IVR

- Keep IVR updated with most current info about products & Services
- Tips and Tricks
- Operational efficiency

Bag Stuffers

- Promotions
- Compliance and Safety
- Educational Info
- Cross Selling

Staff

- They are the face of your company.
- Are they trained on the services you provide?(PGX)
- Are they talking to patients to see what they are looking for?(Cheetos Vs Keto)

Marketing to Patients: Community Outreach

- Health fairs
- Workshops/ Health education
- Community events
- School sponsorships (athletic field banners, rosters)
- Gyms
- Direct Mailers
 - ✓ Targeted areas

Remember: Don't Show up empty handed!

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Marketing to Prescribers

- **Approach: More Targeted/ Specific**
- **Effective marketing builds trust and credibility**
 - ✓ Phone
 - ✓ Email
 - ✓ Fax Blasts
 - ✓ Organizations
 - ✓ In Person

Remember: You don't need hundreds of fans just a few make a difference!

Marketing to Prescribers: Phone

Cost effective

- Reduced expenses
- Time saving

Convenient

- No geographic limitations

Accessibility

- Greater reach

Efficient

- More direct communication

Less Intrusive

Marketing to Prescribers: Email

Cost effective and scalable

Convenient and Flexible

- Anytime access
- Automated campaigns

Targeted and Personalized

- Segment list to tailor to specialties

Detailed information

- they can review content at their own pace
- Include attachments and links

Measurable results

- Analytics and tracking
- Performance data and insights

Enhanced Engagement

- Polls, feedback

Eco Friendly

- Paperless



Marketing to Prescribers: Fax Blasts

Cost effective

Guaranteed Delivery

- No spam filters, etc

Visibility and Tangibility

- Attention Grabbing

Accessibility

- Fax Numbers are easy to get
- Standard format



Marketing to Prescribers: Organizations

Targeted Audience

- Relevant & Specialized

Credibility and Trust

- Peer endorsement

Network

- Key Opinion leaders, decision makers, influencers
- Collaboration opportunity (Dr. Patete)

Educational Opportunities

- Continuing education programs, webinars, workshops
- Share knowledge

Enhance communication channels

- Ads in Newsletter and Journals

Advocacy Support

- Partner with the organization

Marketing to Prescribers: In Person

Build stronger relationships

- Face 2 Face interactions build trust and rapport
- More Effective
- Body Language

Engaging Presentations

- Visual Aids

Professional Presence

Opportunity to Network with Staff

- Who is the real decision maker (MRI)



Marketing to Prescribers: In Person

Environment

- Understand patient flow
- Observational insight

Credibility

- Trust and Reliability

Better Relationship Management

- Conflict resolutions
- Ongoing Support
- How do providers like to receive their info (Dr. G)

Things to remember when marketing to Prescribers

- **RELATIONSHIPS**
- **Use a CRM- Document your efforts**
- **Their terms, not yours**
- **Data Analytics**
- **Clinical and professional messaging**
 - ✓ clinical information Sell Sheets (make sure your message is clear)
- **Clinical support**
 - ✓ Open communication channels between office and pharmacy (either through rep or direct contact.)
- **Collaborative Practice opportunity?**
- **Create value**
 - ✓ Find out what prescribers need to help them in their practice to treat their patients. (Dr. Ross).
- **Customized Marketing Material**
 - ✓ business cards, Sell Sheets, Order forms, idea sheets



Prescriber Marketing: Have these thoughts crossed your mind?

I don't have time to market to providers

Do I have to hire a rep

What kind of rep do I hire

Who do I call on

How do I choose my targets.

How many visits do I make

How often do I see these providers

What do I say

What do I bring

Am I missing potential opportunities

How do I document and track my efforts

Practical Roles & Responsibilities

- 80% Doctor Detailing in the Field
- 5% Call Notes
- 10% Planning & Strategy
- 5% Office Time



80% Doctor Detailing

Full time

- at least 8-12 calls per day (40-60 visits per week)
- Must be in at least 8 offices per day.
- 2 or more lunches or interventions per week (this depends on your budget)

Part time

- at least 8-12 calls per day (24-36 visits per week)
- must be in at least 8 offices per day
- 1 or more lunch or interventions per week (this depends on your budget)

5% Call Notes

- You need a CRM to keep your notes organized and clean
- Reviewing call notes/ entering call notes
- Calls should be entered same day or within 24 hours of the sales call

10% Planning & Strategy

- Solo & with the pharmacy team
- Measured by reviewing quarter goals before and after the quarter
- Were goals met
- If not, how will you reach the goal?

5% Office Time

- Office Work, meetings, etc
- Marketing Material Creation
- Document all Meetings

What Specialties will you target – What area does your pharmacy want to grow?

- Allergy
- Cosmetic Surgery
- Dental/Orthodontist
- Dermatology
- Endocrinology
- ENT
- Men's Health
- OB/Gyn
- Orthopedics
- Pediatrics
- Pain Management
- Psychiatry
- Podiatry
- Primary Care
- Recovery
- Rheumatology
- Surgical
- Vascular/ Wound
- Veterinary
- Weight Loss
- Gastroenterology



How do I choose my targets?

Low Hanging Fruit / Existing HCP's (Health Care Professionals)


- Is there business left on the table?
- These HCP's already know how to send Rx's into your pharmacy
- Run top 100/200 Prescriber list
 - ✓ Based on Volume
 - ✓ Based on GP
 - ✓ Section by Specialty/zone

How do I choose my targets?

New Targets

- Are there New offices or New providers in town?
- Did a new Rx from a new provider come into the pharmacy? If yes, the team needs to tell you.

Networking

- Did you run into someone who works at an HCP office?
 - Did you run into an HCP?
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How do I choose my targets?

Word Of Mouth

- Did an existing patient tell their new doctor about your pharmacy?
- Did an existing HCP refer you to their network?

Google Search

- Run a search of specialists in your area to see if you are capturing everyone.

Tiering your HCP's

Tier Customers from 1-4

- Tier 1- High scoring HCP's with the most potential for prescription influence.
- Tier 2- Moderately scoring HCP's with potential for growth.
- Tier 3- Lower scoring who may still be relevant.
- Tier 4- Lowest scoring, may be relevant but you may not have the capacity to add them in your routing.

These targets in this tier are on “stand-by” when you have more capacity available.

Gathering Data for Tiering

- Rx Volume
- Receptiveness
- Specialty
- Geographic Location
- Potential for Growth
- Accessibility
- Historical Prescribing Data
- Influence in the Medical Community



Goals for Tiering

- Optimize your sales efforts & Build relationships with HCP's
- Not solely based on Rx potential but should take into account patient needs and best medical practices.
- Help to allocate resources by directing more attention, support and resources to HCP's with higher potential for impact.
- Doctors behaviors and needs change so always stay adaptable and open to change.

Routing

Strategically organize and manage your efforts to maximize:

- Sales Effectiveness
- Customer Engagement
- Relationship Building
- Follow-up
- Productivity
 - ✓ Decrease travel time
 - ✓ Avoid Duplication of Efforts
 - ✓ Allows Reps to Cover More Area and Be More Efficient



Routing

Route Optimization is Key!

- Once you have your list of targets use a route optimizing software to help you find the most efficient way to visit your offices.
- When visiting offices make sure you are asking them the best days and times to visit. This will help you build your route.
- Never miss an opportunity or a follow up because it takes you out of the way.

Routing Pearls

- Modify AND Consistency is Key
- Living document- It WILL change over time
- Wean your list of non-responders
- Stay focused on engaged offices
- Use your tiering as your guide
- Be aware of opportunities and take initiative
- Be flexible.



Create your elevator pitch

3 C's: Clean, Concise & Compelling

- Should be short (30-90seconds)
- Have the following components:
 - ✓ Introduction
 - ✓ Location
 - ✓ Benefit and Value that your pharmacy provides
 - ✓ What sets you apart
 - ✓ Third party reference
 - ✓ Patient focus

Jen's Elevator Pitch Example

My Name is Jen, and I am the physician liaison from Palm Harbor Pharmacy. We are a local Full-Service Pharmacy.

We are located on Us 19 between Nebraska and Alderman. It's about 5 miles away from your office. I am not sure if you are familiar with that area, but our drive thru faces the Beacon Groves Neighborhood sign.

We serve many patients in our area and throughout Florida.

We work with many different suppliers, so we are able to order some hard-to-find medications.

We also are a custom compounding pharmacy and specialize in compounds for the whole family including pets.

We offer many services like: DME rental Program

DME: bathroom safety, walkers, canes, wheelchairs. We are also able to special order many products.

Wound care

Vaccines

Compression socks- We will measure patients

We also work with many providers like yourself. We can help with carrying medications and products that your patients have a hard time getting.

We also assist in Prior Authorizations helping to save your office time and frustrations.

We take the time and work with patients who cannot afford their medications with our robust cash program.

We try and separate ourself from the big box stores in that we help to reduce prescription abandonment.

Our benefits investigation team will do their best in that the patient always leaving with a clinically appropriate medication.

Thank you!

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