



Proven and Powerful Marketing for Your Independent Community Pharmacy

Presented by:

Robert Owens, President, Robert Owens International

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Proven and Powerful Marketing for Your Independent Community Pharmacy

Learning Objectives

1. List and describe the four cornerstones of marketing.
2. Describe the keys aspects of marketing within an immediate trading area (ITA).
3. Discuss the importance of reach and frequency.
4. Identify the “must-do’s” of marketing



Proven and Powerful Marketing For Your Independent Community Pharmacy

Bob Owens
PRESIDENT, ROBERT OWENS INTERNATIONAL

Who Should Be Taking This Workshop

1. You are the owner of/or working for an independent community pharmacy
2. Your owners consider themselves to be healthcare professionals
3. Your owners want to promote your pharmacy as point of professional health care
4. Your primary reason for taking this Marketing course is to learn how to promote the pharmacy services part of your business



Sales
Promotion

Advertising

The four cornerstones of Marketing

1. **Advertising:** Uses media that raises awareness of places, events, products and services
2. **Sales Promotion:** Presents an OFFER to the consumer as an incentive to ACTION
3. **Merchandising and Display:** Presents merchandise favorably for purchase
4. **Public Relations & Publicity:** Informs the public about newsworthy or important aspects of interest

Product
Display and
Merchandising

Public
Relations &
Publicity



What is Marketing?

- Find out what people need
- Create, develop and deliver the services and products that will meet their needs



Marketing approaches for Independent pharmacies vs. Chains

CHAINS

- Transactions
- Price
- Item
- Traffic
- Cater to the masses

- Economy
- Convenience

COMMUNITY PHARMACIES

- Relationships
- Useful Information
- Lifestyle Guidance
- Therapeutic Outcomes
- Human connection
- Cater to the individual
- Trust
- Caring
- Extension of Health Care

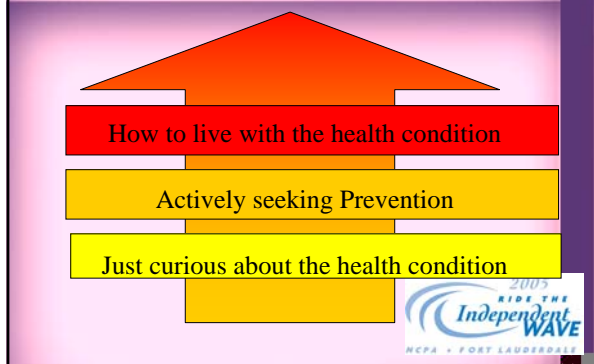


Basic Marketing For Community Pharmacy Is Simple

- Make sure everything you do has the following results...
- Build A Relationship With Every Patient
- Get The Word Out to Your ITA Immediate Trading Area



The Closer The Patient Is To The Disease State,
The Greater The Need For Health Information



Your Logical Response:
Focus On Health: Build Relationships Based
On Improving Therapeutic Outcomes

- You are a provider of health products and services
- You are a source of important and useful health care information
- You are an important resource for improving the patient's therapeutic outcome



Connect with your patients and
customers

- Develop a Greeting that “welcomes”:
 - If someone came over for dinner, would you open the door and say “I’ll be with you in a minute?”
- Know their name:
 - Music to their ears
- Give Health Information:
 - It’s why they come to you
- Product Knowledge
 - It’s what they expect from a professional
 - People will pay extra for it
- Be “customer-active”
 - Don’t just stand there



Create, Then Practice Staff Greetings & Presentations

- Greeting upon entering store
 - Introduce self
 - Explain professional services & health events in store
- Presentation when patient picks up the prescription or OTC product
 - Explain use
 - Answer questions
 - Provide relevant information about their condition and/or monthly event
 - Provide information materials



How To Develop Your Marketing Plan



Create A Promotional Activity Calendar “a work in progress”



- Traditional / Seasonal health themes
- January: **Healthy Habits**
 - March or April: **Allergy season**
 - August: **Children**
 - October: **Cold and Flu season**
 - November: **Diabetes**



Step #1

**Your Promotional Plan
Calendar Items For The Year**

Activities

- In-store events
- Neighborhood outreach activities
- Marketing to Groups

Media

- How to communicate the activities to your patients and surrounding ITA




Step #2: Map Your Territory

Accessible Groups of Patients

- Nursing homes
- Other institutions

Influencers

- Doctors' offices; nurses; office managers
- HR departments, large employers

Neighboring businesses and organizations

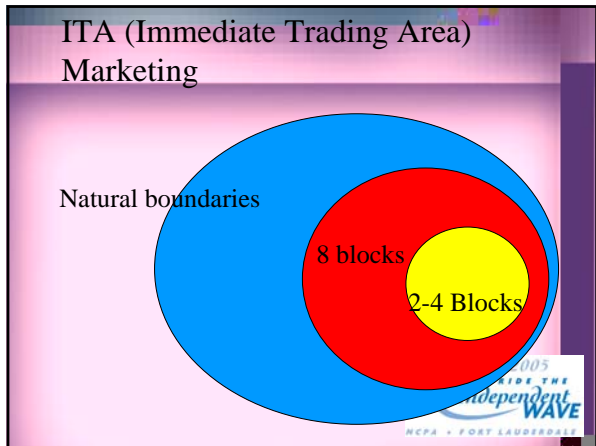
- Reciprocal trade arrangements



Step #2: Plan Where To Promote

- Geographically closest to the store
 - 2-3 block radius: imperative
 - 4-5 block radius
- Accessible Groups of Patients
 - Nursing homes
 - Other institutions
- Influencers
 - Doctors' offices; nurses; office managers
 - HR departments, large employers
- Neighboring businesses and organizations
 - Reciprocal trade arrangements





Step #3:
Always Promote An “Offer”...some reason to visit the store

- Types of offers:
- Come to an event
- Free information
- Free evaluation
- Free useful item
- Special price on health-related item



Offer and Promote What You Have That The Others Don't

Your focus on Health & Wellness,
 Improved Outcomes
 Your ability to answer health-related questions with...

- Health related events
- Health related products
- Health related services

Improve the Impact of Offers: Don't Be Afraid To Raise Your Voice

If You Come Into My Store You Will Get Something
FREE!
HURRY!
BECAUSE THIS OFFER IS FOR A LIMITED TIME ONLY!
LIMITED TIME ONLY!
AND YOU CAN ONLY GET IT WHILE SUPPLIES LAST!
WHILE SUPPLIES LAST!

If you come into my store you will get something free but you better hurry because this offer is for a limited time only and you can only get it while supplies last.



Your "Offer"

- Event
- Something FREE
- Health Information
- How to reach your store



Strong Information Offer



Step #4:

Select The Communications Media To
“Get The Word Out”

- In-store media
- Local market media
- Immediate Trading Area Media



**Communications Media for
“Getting The Word Out”**

| | |
|---|---|
| <p>Paid Communications Media</p> <ol style="list-style-type: none"> 1. Newspaper 2. Radio 3. TV 4. Outdoor | <p>Non-Paid Communications Media</p> <ol style="list-style-type: none"> 1. Print materials (doorhangers, flyers, bag clippers, brochures) 2. Displays 3. Signage 4. Direct Mail 5. Public Relations & Publicity 6. Public appearances 7. Events |
|---|---|



Examples of Print Materials

- Window poster
- Newsletter
- Bag Clipper
- Booklet
- Door hanger

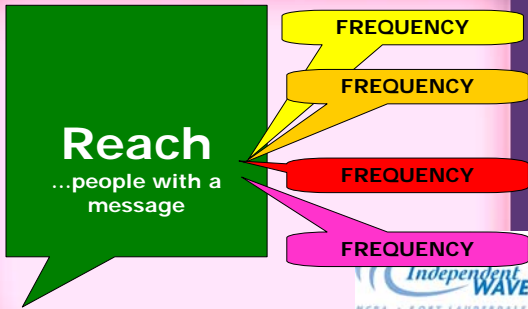


Types of Media For Community Marketing

- Newspapers
 - Zone editions that cover your ITA
 - Newspaper inserts or “wraps”
 - Reaches older market but be careful of wasted circulation
- Radio
 - Choose by Reach of Women 45+ years
 - A “Frequency Medium”
- TV
 - Cable TV popular
 - Choose by programming
 - Don’t be misled by cheap prices
 - Ask your customers what they watch



Getting the Word Out: The Concept of Reach and Frequency



Reach: The % of your market that will receive your message

Rule-of-thumb Goal:

Every “campaign” should REACH 50% of your target patient market

Note: It is impossible to Reach 100% of your market



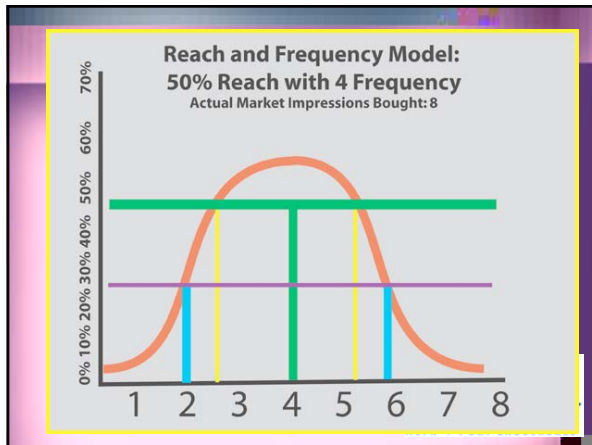
Frequency: How many times your community sees or hears from you

Example: Mrs. Jones hears 3 radio commercials

Rule-of-thumb Goal:

Every major "campaign" should REACH 50% of your target patient market with a FREQUENCY OF 4 TIMES





Getting the Word Out

Rule #1:

Know Your Territory

- Once a year, physically drive block to block

Map your area

- Households
- Competition
- Groups
- Residences
- Employers



Getting the Word Out

Rule #2

- Reach your complete ITA
Immediate Trading Area a minimum of 4 times per year;
preferably 5-6 times



Getting the Word Out

Rule #3

Have a preference for
“targeted” media

- Designed to reach a high percentage of your primary ITA first
- Designed to reach a high percentage of your secondary ITA next



Getting the Word Out

Rule #4 Get Visible!

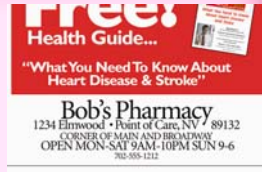
- Signage: Signs on building, car, outdoor; balloons, flags, OPEN Sign
- Media: advertising; paid and non-paid; flyers, door hangers, press releases
- Events: screenings, appearances, promotions, sponsorships, meetings
- Influencers: Groups, Doctors, “communities”; employers, current patients



Getting the Word Out

Rule #4: Visibility

- Landmark line on all print materials
- Hours, telephone, website
- Signage of various kinds
- Window posters



Best Media Choices For Neighborhood Marketing

- Print Materials
- Door hangers via the “troops”
- Newsletters via in-store or mail
- Postcards via mail to carrier route or zip
- Flyers ...via doors, group locations
- Special markets letters
- Window posters
- Zone Media
- Circulars... via hand or mail
- “Zone” newspapers...insert or wrap



Examples of Print Materials



Step #5

Select Target Groups of Customers
and Their Influences


- Special customers and patients
- Caregivers
- Influencers
- Your “ambassadors”
- Large groups



**How to get Referrals:
Three Ideas**

Have a systematic approach


- System #1 The “Reward”
- System #2 The “Buddy System”
- System #3 The “Social Event”



**Types of “Must-Do”
Marketing Programs**

- Monthly/Quarterly Patient Outreach
- Doctors
- Business neighbors
- Groups of patients
- Influencers (eg. Diabetes educators)
- Referral program

(see “Marketing Minimums & Benchmarks”
Handout sheet)



"Must-Do" Marketing Programs To Reach Your Target Customers and Patients

Press releases to the local media

- One (1) Doctor activity
- One (1) Group activity
- One (1) Patient Group activity
- Bag clippers with come-back offer on all Rx bags



Step #6

Figure Out What You Want To Promote

- Events
- Products
- Health related services



What To Promote? Events

Goal of staging events:

- Attract new faces
- Reward existing

Types of events

- Promotional events (grand openings, Healthy Heart Month, Anniversary Sale)
- Health care screenings: Blood pressure, cholesterol, etc.
- Seminars: New medicines, complimentary medicines, therapies
- Social: "Teas", BarBQ, Mixers
- Charitable events: food drive, walk-a-thon



Criteria for Events

Your promotions should be...

- ✓ Health oriented
- ✓ Information intensive
- ✓ Health outcomes focused
- ✓ Communicate at least up to a level of Reach and Frequency minimums



What to Promote?

Health Related Products

- Health Condition Merchandising
- Display of products relevant to the current health theme being promoted
- Promote **PRODUCT INFORMATION**
 - “everything you wanted to know about Cough and Cold medicine”




How To Promote With Products

- Counter displays
- End Cap Displays
- Shelf talkers etc in home section
- Staff product knowledge




What To Promote?
Health Related Services

- “Answer all questions”
- “Print material available
 (health condition-specific)”
- “We check for interactions”
- “Screenings”
- “Seminars”



Step #7:
Allocate Resources For Marketing

Time & Money




Decide on a Time and Money Budget For Marketing

Time: Schedule it!

- “Fourth Thursday of every month”
- “Last week of every quarter”

Money: Budget it!

- Percent of sales method:
- 3-5% of sales allocated for promotion
- Scripts-filled-per day Method:
- Margin from average of one day’s scripts volume allocated for promotion



Some Guidelines for Budget Allocation

- 75% of your total budget For ITA marketing and promotion
- 24% Other Media
- 1% of your budget as a maximum for “Donations”

- Assign an enthusiastic staff person to be your Marketing Coordinator

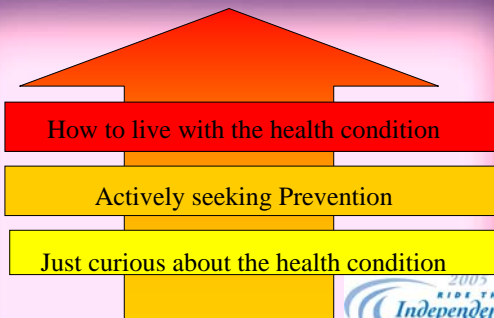


Summary


- Promote health and better outcomes, not “price and item”
- Build relationships with health information for patients
 - Builds customer loyalty
 - Basis for referral programs
- Get the word out effectively to your ITA
 - Minimum 4 times per year
- Create a Promotional Plan Calendar for the entire year



The Need for Health Information



Questions
&
Answers



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Thanks!



Bob Owens
ROBERT OWENS INTERNATIONAL

www.robertowens.net
360-318-9485

Learning Assessment Questions

Presentation Title: Marketing Your Pharmacy

Name of presenter: Robert Owens

Q: Marketing activities are most important within your "ITA". What does ITA stand for?

- A. International Trade Agreement
- B. Immigration Transfer Assessment
- C. Immediate Trading Area

Q: What do patients need more than specials on merchandise?

- A. A good parking spot
- B. Prescription delivery
- C. Healthcare information relevant to their health condition

Q: Which will likely bring better results:

- A. To reach the majority of households within your Immediate Trading Area (radius around store 4-6 blocks) at least four or five times per year.
- B. To reach the majority of households in town once per year

Q. Which approach will likely be more effective for a community pharmacy in the long run? And why...

- A. "Price and item" type of promotion of products at low prices
- B. Promoting the pharmacy as a source of healthcare information leading to improved health outcomes

Q: At a MINIMUM, how often should the community pharmacy run a promotion?

- A. Once per year
- B. Four times per year, quarterly
- C. Depends on budget
- D. Not necessary to promote regularly

**Answers to
Learning Assessment Questions**

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- A. “Price and item” type of promotion of products at low prices
- B. **Promoting the pharmacy as a source of healthcare information leading to improved health outcomes**
Because by doing so, the community pharmacy will demonstrate a clear advantage over the “big guys” who characteristically rely on “price and item” advertising to attract and keep customers.
Everyone advertises low prices; it is much harder to find a store that provides real service and health information the patient can rely upon.

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