

Marketing Your Pharmacy

First Impressions that Last

Welcome Your New Patients

Each week, new patients transfer to your pharmacy—often through referrals. First impressions matter! Greet them warmly, listen to their needs, and provide timely, friendly service. For those switching from chain pharmacies, this experience may feel refreshingly different.

Create a New Patient Welcome Package – Remarkable First Impression

A thoughtful welcome package doesn't have to be elaborate but should add value. Choose four items from the list below to include in a welcome bag for your new patients.

- Coupon
- Greeting card (*if you sell them*)
- Swag (*keychain, magnet, etc.*)
- Free OTC sample (*2 pack of Advil, children's gummy vitamins, etc.*)
- Product sample
- QR postcard to follow your social media
- Service brochure (*open enrollment review, test kits, flu shots, etc.*)
- Add your own idea: _____

Check off the items you do have. The goal is to create an experience for your patients that makes them feel special.

Example Script for New Patients:

“Thank you for choosing our pharmacy! We're delighted to be part of your healthcare team. Here's a coupon for an OTC item, a magnet with our contact info, and a postcard with Open Enrollment dates.”

Follow Up with New Patients

Make follow-up calls and emails part of your routine. See below for some example scripts.

- **Phone call:** “Hi, this is _____ from _____ Pharmacy. I'm calling to see how you're doing with your prescription.”
- **Already making phone calls?** Great here's an opportunity to offer something more. Join us on Facebook to stay in the loop with important dates, helpful health tips, and the latest deals we're offering.
- **Email or snail mail:** Send a thank-you card, postcard, or follow-up email to stay connected. (*example on the other side*)



Growth

Key Takeaways:

Turning new patients into loyal customers starts with a great first impression. Here's how to make it happen.

- Create a standout welcome package to make new patients feel valued.
- Follow up after their first visit with a phone call, email, or snail mail.
- Rack your progress and celebrate your milestones.

“Just like other programs you implement in your business, this is not something to try for a week. It takes time.”



SCAN TO GET
STARTED TODAY



Email or Snail Mail Example

Subject: Thank you from _____ Pharmacy

Body: Hi _____

Thank you so much for visiting us.

I wanted to reach out to make sure your experience here at _____ Pharmacy met your expectations. If you have any questions or need us for any reason, please call us at xxx-xxx-xxxx or reply to this email and we will help you as quickly as possible.

Your trusted Pharmacist,

Track Your Process & Celebrate Team Success

Just like we talked about in “Marketing My Pharmacy: Where Do I Start?” create a way that your team can see the value they are delivering and the engagement it is creating. This could be a piece of paper on a corkboard or drawn on a whiteboard. It can look something like this:

Patient Name	Welcome Package	Phone Call	Email	Postcard or Snail Mail	Complete
Ex. Matt T.	X	X	X	X	Y
Ex. Maya W.	X	X	X	X	Y

During your team huddles, you can also ask your team to share the stories of patients’ responses. *“We had two new patients yesterday, who served them, and can you please share their reaction to their experience and the welcome items?”*

Invest in Your Pharmacy’s Future

Just like other programs you implement in your business, this is not something to try for a week. It takes time. If you have steady traffic coming into your store, these two items will take you a few months to create, get your team up to speed, and form the new behaviors to transform your business.

Ready to Start?

Visit www.ipcrx.com for more tips.