

Marketing Your Pharmacy

Find Patients You Want to Serve

Low volume stores don't have sustainable foot traffic yet. This guide shares how building prescriber relationships through doctor detailing is effective in attracting new patients:

How much should I invest to attract a patient now that I know their value?

1. Define Your Target Patients:

- a. Identify the specific patient profiles you want to attract.
- b. Create a list of these profiles to help focus your marketing efforts.

Identify Your Ideal Patient (first row is an example):

Age/Gender	Social Platform	Goals	Pain Points
40–49-year-old male or female	Facebook	Keep family (parents & children) healthy during the winter	Importance of flu shots

2. Identify Relevant Prescribers:

- a. Determine which types of prescribers serve your target patients (e.g., dermatologists, family practitioners.)
- b. Make a list of these prescribers along with their contact information.

Here's an example of what this could look like:

Age/Gender	Social Platform	Goals	Pain Points

3. Prepare Leave-Behind Materials:

- a. Create a simple brochure with your services and contact information.
- b. Include a small promotional item or OTC sample for the prescriber's office staff.



Growth

“There are patients out there who don't know you exist, and they need you! It is your responsibility to take action and help them find you.”



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4. Set Up Meetings:

Now that you have defined your patient profiles here are next steps to setup meetings with providers:

- Make a list of the providers you want to connect with in order of priority.
- Book time in your calendar to make the calls to schedule the meetings.
 - > Phone reluctance is real so when you get to this time block remind yourself, **“You are critical to the health of the patients served by the providers you will be meeting. They need this meeting as much as you do. They just don’t know it yet.”**
- Consistency is key. Make sure you have time set aside to make these calls and have the meetings every month. You can also do them every week or every other week if you want to accelerate the results.

Exclusive for IPC Members:

If you’re looking for straightforward tips and strategies to overcome the challenges of getting past the gatekeeper and ways to approach these calls and meetings, schedule time with our Pharmacy Services team who can help you with your specific questions.

5. Meet with the Provider:

The goal of meeting with the provider is to introduce yourself as the pharmacy in the area that they rely on. Here are some bullet points you can touch on:

- Introduce yourself and explain one type of patients you serve.
- Ask about any issues they have had with other pharmacies and how you can help.
- Share a specific patient story where you solved a problem they had.
- Educate them on something specific occurring in pharmacy today.
- Ask and get confirmation that you can continue to reach out and offer to keep them apprised of what’s new.
- Get the correct contact information.

6. Follow-Up:

It takes time to develop strong relationships. It is critical to maintain regular contact.

Your Follow Up Checklist:

- Send a thank you email or even a snail mail card.
- Put it on your calendar to reach out again in a month or two.
- Create a tracking system to chart your successful meetings.
- Ensure your team is tracking the sources of new patients so you know how fruitful your relationships are.
- Use the new patient onboarding process we defined in the worksheet *Marketing Your Pharmacy - First Impressions that Last* to wow these new patients.

Doctor detailing helps low-volume pharmacies grow by building strong relationships with prescribers, making your pharmacy a trusted part of the healthcare community. Visit www.ipcrx.com for more tips.