



Implementation tips for pharmacies

1. Start with the most common customer requests

Pharmacies do not need to launch a full pet department on day one. A practical starting point is to identify the pet medications customers are already asking about and use PromoVet to evaluate availability and pricing.

2. Create a pet medication workflow

Designate one team member to manage pet product questions, account setup, ordering, and follow-up. This keeps the program simple and avoids confusion at the counter.

3. Train staff on the basic talking points

Staff should understand that PromoVet is a distribution partner for veterinary products and that prescription products still require appropriate authorization. The customer-facing message should be simple: “We may be able to help you source certain pet medications through our veterinary supply partner.”

4. Message it locally

Pharmacies can introduce the category through in-store signage, bag stuffers, email, social media, and conversations with existing customers. (Ex: “Did you know we may be able to help with select pet medications? Ask our pharmacy team about options for your dog or cat.”)

5. Build relationships with local pet organizations

Independent pharmacies may also find opportunities with local shelters, humane societies, rescues, groomers, trainers, and pet-focused community groups.

6. Use PromoVet as a pricing and access tool

PromoVet can help pharmacies evaluate whether a requested product makes sense to offer based on availability, acquisition cost, and customer demand.