**Developing Your Pharmacy Branding Message to Make Profitable Connections**

Handout/Worksheet

**Elevator Speech**

Questions to ask yourself when drafting/memorizing your “elevator speech”

1. What makes our pharmacy truly unique?
2. What are the descriptive words you would want to use to describe your pharmacy or your pharmacy’s services?

Tips for drafting your “elevator speech”:

* Make it short and sweet (create something that is150 words or less)
* Eliminate or reduce industry jargon… no acronyms!
* Include a call-to-action… what do you want the listener to do?
* Re-read your elevator speech. Does it resonate with all potential?
* Once you are comfortable with it, then try to create variations for different audiences.

**Why?**

1. Articulate your brand both \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Assess your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. More easily \_\_\_\_\_\_\_\_\_\_\_\_ a clear set of marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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**Target Audiences**

People who are \_\_\_\_\_\_\_\_\_\_ for your pharmacy’s products or services should be considered target audiences.

Identifying your Target Audiences

Examples would be patients with diabetes in zip code 43016, primary care providers within any zip code beginning with 43xxx, employees of Union County, and discharge planners at Union County Hospital and Catholic West Medical Center.

Target Audiences Simple Worksheet (complete before you start a Message Map)

|  |  |  |
| --- | --- | --- |
| Target Audience | Needs and/or Desires | Benefits your Pharmacy Offers |
|  |  |  |
|  |  |  |
|  |  |  |
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Who is your ideal patient?

What are you doing to find those patients in your pharmacy… in your community?

What services are you providing to lure those patients to the pharmacy?

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**Brand Building Exercise**

Questions to ask yourself when establishing/re-engineering your brand:

1. What does our pharmacy do that no other pharmacy in our area does?
2. What does our pharmacy do better than other pharmacies in our area?
3. Who is my competition? (Consider non-standard competition, too)
4. What are my competition’s strengths?
5. What are my competition’s flaws?
6. What descriptive words represent our pharmacy the best?

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Message Map – See separate document

**Brand Strength**

How well does your brand \_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_ of your target groups?

How \_\_\_\_\_\_\_\_\_\_\_\_ is your brand from your \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_?

Tips for building your “brand”:

* Remember your brand is more than a logo or a sign out front
  + How you and your staff describe your pharmacy
  + Your services / or lack of services / your enhanced services
  + The benefits your target groups receive by engaging your pharmacy
  + The way you and your staff answer the phone
  + The cobwebs in the corner of your front door
  + The smile you and your staff offer
  + The clothes your deliver driver wears
  + Your marketing messages and advertising
  + Oh, and your logo and your sign out front
* Start re-building your brand today
* In the absence of a brand or brand strategy your target groups have created their own brand position for your pharmacy. Are you comfortable with that?
* Push your brand. It may get old to you or your pharmacy staff, but your target groups aren’t surrounded by it like you are.

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STRATEGY-ON-A-PAGE PHYSICIANS

|  |  |
| --- | --- |
| *Updated April 4, 2017* | |
| Objectives | |
| Awareness: Promote new medication optimization services to all local physicians in the community | |
| Relationship-building: Cultivate relationships with key local physicians | |
| Share Success: Provide data and materials to educate key local physicians on success metrics with mutual patients | |
| Goals | |
| New Patients: Track the number of new patients coming from identified key physicians | |
| >> Increase the number of new patients by 20% | |
| Revenue: Track the prescription revenue and related services revenue for the same new patients | |
| >> Increase pharmacy revenue by 5% | |
| Action Plan | |
| Promote Enhanced Services to Key Physicians | 1. Identify the top 10 most influential physicians in the local community. Create a “Target List” of these key physicians and practices. |
|  | 2. Identify a point person to cultivate meaningful relationships with the “Target List” of key physicians. |
|  | 3. Solicit members of the “Target List” of key physicians using digital and in-person approaches. |
|  | 4. Build a physician dashboard that displays data on mutual patients of the pharmacy and the physician’s office. Consistently share data with the “Target List” of key physicians. |
| Promote Enhanced Services to all Physicians | 1. Promote new medication optimization services and other enhanced services to all physicians and physician groups using digital approaches. |
|  | 2. Share results of new medication optimization research studies within the pharmacy community. Correlate value to the physicians. |
|  | 3. Identify mutual patients and digitally share a customer testimonials where they rave about your pharmacy (digital or video). |
|  |  |