Saturday, October 14, 2017

1:15 – 2:45 pm

Gaylord Palms Resort & Convention Center

**Implementation Planner**

Simple, Effective and Affordable Marketing for the

Community Pharmacy

Sponsored by Good Neighbor Pharmacy and PrescribeWellness

Bruce Kneeland, Pharmacy Industry Consultant, Kneeland Services

**Pharmacist and Pharmacy Technician Learning Objectives:**

Upon completion of this activity, participants will be able to:

1. Discuss market evaluation of store and community to facilitate and target store marketing efforts.
2. Outline how to launch a marketing effort to increase traffic to the community pharmacy.
3. Evaluate effective methods of measuring the success of individual marketing efforts in the pharmacy.

**Slides and resources to share with your team can be found at** [www.ncpanet.org/convention](http://www.ncpanet.org/convention)

**Disclosures:**

Bruce Kneeland is the Pharmacy Industry Consultant with Kneeland Services. The conflict of interest was resolved by peer review of the slide content.

NCPA’s education staff declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

**What do you want to walk away with from this session?**

**Notes:**

**Take-Away Points:**

**Questions that I have:**

**Speaker Bio:**

**Bruce Kneeland** has been involved in the community pharmacy industry for more than 40 years. He has held senior level management positions with a number of industry organizations and companies, including; VP Marketing and Communications for The National Wholesale Druggist Association, VP Corporate Membership for the National Community Pharmacist Association and VP Franchise Development for Health Mart as well as VP and General Manager of the Family Pharmacy program which has since been merged into the Good Neighbor Pharmacy program.

Currently he writes for America’s Pharmacist and ComputerTalk magazines. The focus of his editorial work is to interview successful pharmacy owners and then share their "Best Practices" in his articles. He is perhaps most well-known for the 6 major pharmacy road trips he has made over the past 9 years where he has visited a variety of pharmacies in a particular geographic area and reported on the findings of those trips in both articles and in live CE presentations.