Marketing Your Pharmacy’s Adherence Programs

Part of NCPA’s Adherence Lunch & Learn Series

Audio Instructions
Dial: (800) 944-8766
Code: 84557
ADHERENCE

A YEAR-ROUND MARKETING OPPORTUNITY

Liz Tiefenthaler, President, PharmFreshMedia

March 18, 2015
WHO WE ARE

Liz Tiefenthaler
President, Pharm Fresh Media

Liz Tiefenthaler is the Co-founder and President of Pharm Fresh Media, whose focus is on providing marketing solutions to Independent Pharmacy. Liz helps pharmacists build patient loyalty and engagement through ongoing conversations in marketing, public relations, print and web solutions. She has worked in marketing and advertising for over 25 years and as an entrepreneur herself, understands the issues facing small and mid-sized businesses. Liz is a contributor to America’s Pharmacist magazine, a frequent speaker for NCPA and countless other organizations for Independent Pharmacy.
What are the benefits of Simplify My Meds?

For the patient:

• Increases adherence thus improving health
• Reduces gaps in medication therapy
• Is more convenient—reduces the number of visits to the pharmacy
• Reduces stress—no last minute calls to a physician for renewals or risk of running out of a medication
What are the benefits of **Simplify My Meds**?

**For the pharmacy:**

• Provides better patient care
• Allows the pharmacy to be more proactive about scheduling prescription refills
• Reduces stress by reducing the number of last minute calls to physicians and prescription refills
• Can help manage challenging patients
• Improves cash flow and pharmacy costs
• Allows the pharmacist to do what he/she does best by freeing up time for patient consult and care
Marketing SMM can be directed towards two groups:

Current Patients

New Patients
Variety of SMM Products

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Customizable and Spanish translation available

There’s a better way to market your pharmacy
How can we use these materials to promote SMM to our current patients?

**Brochures, posters, counter cards, etc.**
- All create awareness for patients who come into your pharmacy

**Bag stuffers and brochures**
- Would be good to put into prescriptions bags of your delivery patients

**Staff training is imperative**

**Word of Mouth**
What exactly is WOM and how can we use it to increase participation in our SMM programs?

Fostering positive WOM is the responsibility of everyone in your store.

• Everyone should have knowledge and understanding of SMM so that anyone can answer basic questions about the benefits.
Look at SMM as a club.

What could you offer that would make people feel like they are a part of the SMM tribe?

• Special loyalty card that could qualify members for a monthly discount on a product or a monthly gift which they receive when they either pick up or have their prescriptions delivered.
• A monthly newsletter
• Text messaging available for prescription refill reminders
• A special Facebook page where members can share comments on health topics
• Branded recycled bags to carry prescriptions, magnets with the date their prescriptions will be available, customized notepads
• Quarterly coffees or light luncheons with health topics presented

• Refer-A-Friend program—both the person making the referral and the new patient signing up receive a thank you gift

Don’t forget your younger patients!

People in their 50’s may only have 3 or 4 prescriptions,
but are truly more busy and will appreciate you making their life easier.
What other ways can you promote SMM within your store?

- **Bag stuffers**—This can work for anyone. Remember, that a 40-year-old mom may have parents on multiple meds
  - Counter cards
  - Counter mats
  - Window clings
  - Door hangers

- **Posters**
- **On your website**
- **On your Facebook page**
- **In your pharmacy newsletter**
- **Through your staff**
- **Direct mail to your database**—as long as your database is good (helps with our light users)
Don’t forget to include testimonials!

“I take 15 prescriptions a day plus my vitamins. There are times when I can’t remember if I took what I was supposed to take. Plus, I was making 10 trips to the pharmacy every month. Simplify My Meds has changed my life. Now, I only have one visit a month and I never worry about mixing up my medications.”
How can I market SMM to new patients?

The challenge is two-fold. You are trying to persuade patients to come to a new pharmacy and try a new program at the same time. It will be important that you market on multiple platforms – both online and traditional.

SMM is best marketed by targeting people who would benefit from this program. Who are these people and how do I find them?
How can I market SMM to new patients?

• Physicians and other prescribers
• Health fairs, charity walks, health screenings
• Partnering with organizations reaching similar audiences. For example being available to present at forums on disease management topic (diabetes or Alzheimers for example). Or partnering with a law firm that offers estate planning/quality of life seminars could be very effective. (Remember lawyers can be a referral source for you as well)
• Senior or independent living groups / Consider developing a Power Point presentation
• PTA or other parent organizations that offer timely topics for busy parents
• Include content on your website about SMM and look for online communities that may want to cover the content on your website, such as WebMD, USA Today, about.com

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How can I market SMM to new patients?

• Home Health companies
• Facebook advertising
# An Action Plan for 2015

Month ___________________ Year ___________________

# of patients currently enrolled in SMM ______________

Goal for the month __________________

Patient contacts:

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact Info</th>
<th>Appt. Schedule/ In Store Meeting</th>
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</thead>
<tbody>
<tr>
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Marketing Events Planned:

| __________________ | __________________ | __________________ |

SMM Events Planned:

| __________________ | __________________ | __________________ |

Notes/Comments: ______________________________________________________
___________________________________________________________________

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Month February Year 2015

# of patients currently enrolled in SMM 12

Goal for the month 16

Patient contacts:

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<th>Name</th>
<th>Contact Info</th>
<th>Appt. Schedule/In Store Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mrs. Evans</td>
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<tr>
<td>Mrs. Johnson</td>
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<tr>
<td>Mrs. Elliott</td>
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</tbody>
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Marketing Events Planned: American Heart Awareness Month

- As part of this we have planned to partner with the local chapter of the American Heart Association. Our pharmacist will be presenting the role of prescription medications in avoiding heart attack and stroke. Adherence will be discussed as well as SMM and the role it plays in reducing hospital visits.

- Contacted two local rotary clubs to present on heart attack and stroke prevention

- Offering a box of dark chocolate to everyone signing up for SMM

- Have an appointment with two internal medicine clinics. Will be bringing bagels and coffee and Power Point on SMM

- Presenting at Bailey Point Senior Center on heart health

- Have a meeting planned with law firm to discuss how SMM can help them with clients they oversee
SMM Events Planned: Valentine’s Day party for SMM members.

- Juice, coffee, chocolates and fruit. Topic: Keeping Your Heart Health in 2015
- All SMM patients will receive a dark chocolate bar with their prescriptions this month
- E-newsletter to cover medication adherence and how it will help avoid heart attack and stroke. The newsletter will include a coupon for 10% off of vitamins

Notes/Comments:
Questions & Open Lines Discussion

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