

Agenda

The NCPA Innovation Center is excited to offer the Front-End Profit Building Seminar with Gabe Trahan, sponsored by Good Neighbor Pharmacy in conjunction with the Tennessee Pharmacists Association as part of their Community Pharmacy Workshop.

Sunday, February 23

7:30 a.m. Registration

NCPA Front-End Profit Building Seminar, Sponsored by Good Neighbor Pharmacy

8 - 9 a.m. Creating Curb Appeal – Looking Alive and Well

Curb appeal is a proven way to attract new customers. **Take home:** Tools to create a winning, welcoming storefront by maximizing exposure with signage, design and color.

9 – 10:15 a.m. Is the Interior of Your Store Up to Par?

Simple changes can improve the customer shopping experience. **Take home:** A plan to reinvigorate the interior and the floor plan of your store with a low budget, easy-to-follow, detailed steps boosted with plenty of real-life examples in remodeling a pharmacy front-end.

10:15 a.m. Break (no CE)

10:30 a.m. – 12:15 p.m. OTC Basic to Advanced

- Strategic pricing that enhances your image, proper category placement, & exploring niches! **Take home:** Increase bottom line by understanding blind and sensitive priced items.
- Inventory turns free up cash. **Take home:** Winning category management tools.
- Private label represents value to the pharmacy and patient. **Take home:** Guidelines for eye-catching signs, end caps, and marketing.

12:15 – 1:15 p.m. Lunch

1:15 p.m. – 2:45 p.m. Marketing

Attract new customers. It's not the medium, it's the message! "If it's predictable it's forgettable" **Take home:** Resources to understand what your strengths are, what attracts customers and how to use that information in crafting a compelling message.

Front-End Profit Building Seminar, sponsored by Good Neighbor Pharmacy

(In conjunction with the TPA Community Pharmacy Workshop)

Nashville

February 23, 2020

8 a.m. – 2:45 p.m.

0207-9999-20-200-L04-P

0207-9999-20-200-L04-T

5.5 contact hours (0.55 CEUs)

Activity Type: Application-Based

Pharmacist and Pharmacy Technician Learning Objectives

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

1. Identify aspects of the exterior of a pharmacy that may inhibit traffic.
2. Discuss pharmacy layout that enhances the pharmacy's professional image and helps the pharmacy's patients to navigate the front end successfully.
3. Identify the placement of OTC departments to encourage interaction between the pharmacist, and pharmacy staff members and patients.
4. Describe how the store's front end can be cross merchandised to build pharmacy sales and customer satisfaction.
5. List and describe tools for keeping inventory fresh and cutting edge.
6. Discuss out front pricing strategies that use the many options and formulas available for pricing and maintaining profit margins on price sensitive items.
7. Outline a strategy for increasing sales on private label/store brands.
8. Layout a private label merchandising plan to stock, promote, sign, and up-sell cost saving private label brands to pharmacy patients.
9. Describe ways to create ads and marketing material by focusing on your unique strengths and benefits that your pharmacy has to offer.
10. Discuss how to properly evaluate your market for a pharmacy niche and how to best launch a new niche to your patient population.

Speaker:

Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA. There are no relevant financial relationships with ACCME-defined commercial interest for anyone who was in control of the content of the activity.



NCPA is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This program will provide up to 5.5 contact hours (0.55 CEUs) of continuing pharmacy education credit. The participant will need to sign into the session, attend the session, and complete a session evaluation in order to receive credit for the program. Target audience: community pharmacists and community pharmacy technicians.