Date: Saturday, October 10, 2015
Time: 1:30 pm – 3:00 pm
Location: Gaylord National Harbor Resort and Convention Center, Chesapeake 10/11/12

Title: Turning Your Community Pharmacy into a Health Care Destination
ACPE # 207-000-15-110-L04-P · 0.15 CEUs
ACPE # 207-000-15-110-L04-T

Activity Type: Application-based
Speaker: Gabe Trahan, Senior Director of Store Operations and Marketing, NCPA
Liz Tiefenthaler, President, Pharm Fresh
Josh Rimany, RPh, Dilworth Drug and Wellness Center
Jack Dunn, RPh, Jasper Drug
Steve Fettman, RPh, Davies Pharmacy, Inc.

Pharmacist Learning Objectives:
Upon completion of this activity, participants will be able to:
1. Outline niche practice attributes and apply them to your pharmacy practice and patient population.
2. Discuss practice niches that would be suitable in your community pharmacy and how to prepare and budget for niche launch.
3. Discuss appropriate marketing targets for niche messages and the role that staff and patient education and merchandising play in a successful practice niche.

Disclosures:
Gabe Trahan 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.

Liz Tiefenthaler is the President of Pharm Fresh. The conflict of interest was resolved by peer review of the slide content.

Josh Rimany 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.

Jack Dunn 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.

Steve Fettman 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.

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.

NCPA is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This program is accredited by NCPA for 0.15 CEUs (1.5 contact hours) of continuing education credit.
Learning Objectives

1. Outline niche practice attributes and apply them to your pharmacy practice and patient population.
2. Discuss practice niches that would be suitable in your community pharmacy and how to prepare and budget for niche launch.
3. Discuss appropriate marketing targets for niche messages and the role that staff and patient education and merchandising play in a successful practice niche.
Davies Pharmacy
Steve Fettman RPh.

10 pharmacies within 3 miles.
Post Mastectomy Services
Diabetic Shoes
Mobility Aids
Bathroom Safety
Wound Care
Compression Stockings
Ostomy Supplies
Free delivery
DIABETIC SHOES AND INSERTS
SOLD HERE

We can bill Medicare and Private Insurance for
diabetic shoes and inserts provided by
Our Pharmacy.
Medicare allows for one pair of shoes and
three pairs of inserts per year for all
Type 1 and Type 2 diabetics.

Steve Fettman
Rockmart, Ga 1952 2,500 sq ft
Jasper, Ga 1972 5,500 sq ft
Jasper, Ga 1999 11,000 sq ft
Jack Dunn Owner
7 pharmacies
Foot and leg care.
6 Pharmacies within 1½ miles

Dilworth Drug and Wellness Center
Josh Unleashed!

Sunday, October 11
7:30 – 9 am
Vitamins and Supplements – Profit and Patient Care Opportunity
Room National Harbor 10
Josh Rimany – Tom Kelly - Natasha Ryan MD
Partnerships are a great way to find new customers.

Physicians are the obvious place to start. Physicians are your low hanging fruit.

Concierge doctors are a great subset of physicians.
Look for the target audience that is looking for what you are offering.

Marketing Plan & Budget

Having a marketing plan and budget is critical to your success. Here are some examples of marketing ideas to put into your budget:

- Direct mail
- Facebook advertising
- Direct sales
- Good collateral materials
- In-store displays
- Events
- Blogging

Bring Your Staff To The Event

It is critical that you train your staff for this new kind of niche.
They can't find you if you don’t let them know you are there.

And now your questions!

More Resources!
## Must Attend Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>Sunday 6:30 AM</td>
<td>Revenue and Pharmacy Ready (non-CE)</td>
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<tr>
<td>Sunday 7:30 AM</td>
<td>Vitamins &amp; Supplements- Profit and Patient Care (non-CE) National Harbor 10</td>
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<tr>
<td>Monday 7:00 AM</td>
<td>Front-End Overhaul Breakfast (non-CE)</td>
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<tr>
<td>Monday 8:00 AM</td>
<td>How to get more Front-End Revenue</td>
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## Thank you!