

Marketing for Community Pharmacy

Presented by:

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&

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pharmacy
marketplace



HELLO MY NAME IS

KRIS RHEA

- Spent the last 15 years working with wholesalers, GPOs, and other strategic partners to help **independent pharmacies**
- Has **visited over 2,500 pharmacies nationwide** to better understand their operations, struggles, and the incredible value they bring to their communities



HELLO MY NAME IS

Tori Valigura

- 11 years of experience working in marketing and communications.
- 4.5 years as Content Marketing Manager for Lumistry, focusing on content creation that engages community pharmacy teams and their patients.

INTRODUCTION

What we'll cover:

- Developing Patient Personas
- Overview of Marketing for Community Pharmacy
- Digital Marketing Strategies for Pharmacies
- AI for Marketing Content Creation



The Current Landscape

- Increased competition from chains and mail order
- Pressure from PBMs and shrinking margins
- Patients expect convenience + personalization
- **Opportunity:** Community trust is your advantage
- **Key Message:** Marketing isn't optional—it's a growth lever



Identify Your Target Audience Using Patient Personas



The Importance of Patient Profiling:

The Goal: Attract and retain patients. Turn dispensing into clinical care.

- **Make Counseling More Effective:** Tailor education to conditions/ meds & build trust with personalized care.
- **Identify Adherence Issues:** Spot gaps in therapy, which opens the door to sync programs.
- **Deliver More Clinical Services:** Med Sync, Immunizations, Chronic Care Management.
- **Save Time Long-Term:** Fewer callbacks to prescribers & less rework fixing problems later.
- **Builds trust:** When patients feel understood, they see the pharmacy as their health care partner.

Patient Profiles



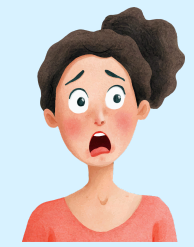
Melancholy Mike



Diabetic Debbie



Heart Conscious Harry



Worried Wendy



Time-Sensitive Tabitha



Caregiver Cindy



Why Bother Wendell

Patient Profile



Melancholy Mike

Goals & Motivations

- Stay compliant with medication regimen
- Find a healthcare partner who understands mental health struggles
- Avoid judgment and stigma
- Maintain privacy and dignity

Pain Points

- Non-compliance history creates health risks
- Anxiety about running out of medications
- Concerns about side effects (sleep, focus, energy)
- Feeling rushed or judged at chain pharmacies

What Mike Needs From Your Pharmacy

- **Med sync programs** to simplify refill management
- **Delivery services** for convenience and privacy
- **Adherence packaging** to prevent missed doses
- **Supplements** for anxiety, sleep support, and focus
- **Empathy and compassion** without pushing products
- **Proactive outreach** when refills are overdue

Demographics

Age

25-45 years old

Medications:

Anti-Depressants
Anti-Psychotics
ADHD Medications

Challenges:

Medication Adherence

What Resonates with Mike

Independent pharmacies that go the extra mile. When insurance issues arise or Mike misses a refill, he needs a pharmacy that checks on him rather than waiting for him to call. He values feeling welcome, not processed.

Revenue Opportunities

Med sync, packaging services, delivery, supplements, chronic care management.

Patient Profile



Diabetic Debbie

Goals & Motivations

- Better blood sugar control
- Avoid diabetic complications
- Find accessible healthcare support
- Understand her condition without feeling lectured

Pain Points

- Overwhelmed by blood sugar monitoring
- Frustrated with insurance coverage gaps
- Wants lifestyle support but doesn't want to be judged
- Multiple supply needs across different vendors

What Debbie Needs From Your Pharmacy

- **Diabetic supplies** (test strips, lancets, meters)
- **Continuous Glucose Monitoring education and support**
- **Diabetic-friendly snacks and candy**
- **Companion medications** for related conditions
- **Chronic care management programs**
- **Blood sugar monitoring education**
- Accessible pharmacist consultations

Demographics

Age

40-65 years old

Medications:

GLP-1 | Diabetic Medications | Insulin | Diabetic Supplies

Challenges:

Managing multiple related conditions

What Resonates with Debbie

Debbie is a high-value customer if you capture all her healthcare revenue streams. She needs diabetic supplies and supplements with healthy margins to offset low-margin brand prescriptions. Be accessible in her healthcare journey. Don't force lifestyle products, watch for signs she's asking for educational support that can be monetized.

Revenue Opportunities

Diabetic supplies, CGM programs, chronic care management, nutritional counseling, supplements, companion OTC products

Patient Profile



Heart Conscious Harry

Goals & Motivations

- Manage symptoms without major lifestyle overhaul
- Discreet treatment for sensitive conditions
- Feel better without feeling judged
- Eventually get healthier (when he's ready)

Pain Points

- Stubborn about lifestyle changes
- Embarrassed about ED and low testosterone
- Hectic schedule makes adherence challenging
- Wants personal interaction, not automated service

What Harry Needs From Your Pharmacy

- **Adherence packaging** for his busy lifestyle
- **Compounded treatments** for ED and low testosterone
- **Nitric oxide supplements**
- Weight loss counseling when he's ready
- Stress management supplements
- **DME items** (back braces, knee supports)
- **OTC products** for heartburn and related symptoms
- In-store consultation with staff he trusts

Demographics

Age

45-65 years old

Medications:

Statins | Blood Pressure Medications
| Blood Thinners

Challenges:

Managing multiple related conditions

What Resonates with Harry

Harry is old school. He likes coming into the store and talking to staff. He values discretion and expertise. He's a great candidate for supplementation, compounding, and eventually weight loss programs, but timing matters. Meet him where he is.

Revenue Opportunities

Compounding, men's health programs, supplements, adherence packaging, DME, weight loss counseling, OTC products.

Patient Profile



Worried Wendy

Goals & Motivations

- Optimize health through preventive measures
- Access professional-grade supplements
- Avoid shopping online or at GNC
- Work with knowledgeable professionals

Pain Points

- Overwhelmed by supplement options and quality concerns
- Unsure which products actually work
- Wants expert guidance, not sales pitches
- Tired of conflicting online information

What Wendy Needs From Your Pharmacy

- **High-quality supplements** with professional guidance
- Pharmacist consultations on supplement interactions
- **Ongoing testing support** (vitamin levels, metabolic panels)
- Clear, professional supplement signage
- Education on optimization vs. treatment
- **Personalized wellness protocols**

Demographics

Age

28-50 years old

Medications:

Supplements |
Preventive Health |
Optimization

Challenges:

Health-conscious, proactive mindset

What Resonates with Wendy

Wendy is your weekend warrior. She doesn't need many prescriptions, but she's investing in her health. Use your pharmacist expertise to attract and retain her. High-quality products, accessibility to professionals, good signage, and testing support keep Wendy from shopping elsewhere.

Revenue Opportunities

Professional-grade supplements, wellness consultations, metabolic testing, personalized protocols, educational programs.

Patient Profile



Time-Sensitive Tabitha

Goals & Motivations

- Minimize time spent on healthcare logistics
- Convenient access to pharmacy services
- Customized care for her children
- Digital communication and reminders

Pain Points

- Limited time for pharmacy visits
- Needs quick, efficient service
- Managing medications for entire family
- Frustrated by unnecessary interactions

What Tabitha Needs From Your Pharmacy

- **Drive-thru service**
- **Mobile app** for refills and pickup notifications
- **Automated refill reminders**
- **Pediatric compounding** and flavoring (FlavorRx)
- **Flu shots and immunizations** for whole family
- **Veterinary compounding** for family pets
- Strong digital communication systems
- Fluid IVR phone systems

Demographics

Age

30-45 years old

Medications:

Convenience
Digital Services
Pediatric Care

Challenges:

Multiple family members to manage

What Resonates with Tabitha

Tabitha will leave for chains or grocery stores if you can't match their convenience. But she values customization for her kids and appreciates pharmacies that make healthcare easy. She may also be a candidate for stress/energy supplements or compounded hormone therapy; she often prioritizes her family's health over her own.

Revenue Opportunities

Compounding (pediatric and veterinary), immunizations, digital services, stress/energy supplements, hormone replacement therapy.

Patient Profile



Caregiver Cindy

Goals & Motivations

- Keep parents at home as long as possible
- Ensure medication compliance for parents
- Minimize pharmacy trips
- Find reliable healthcare partners
- Maintain parents' dignity and independence

Pain Points

- Overwhelmed by caregiving responsibilities
- Worried about parents' medication adherence
- Limited time for multiple pharmacy trips
- Needs DME but doesn't know where to find it

What Cindy Needs From Your Pharmacy

- **Med sync programs** to consolidate refills
- **Adherence packaging** for her parents
- **Delivery & self-service** to reduce trips & calls
- **DME products** (bathroom safety, mobility aids, bathing equipment)
- **Proactive communication** about refills and issues
- Compassionate, **reliable partnership**

Demographics

Age

45-65 years old

Medications:

Elder Care

DME

Medication Management

Challenges:

Caring for aging parents while managing own family

What Resonates with Cindy

Reassure Cindy that you're her partner in caring for her parents. Convenience and compassion make sense to her. Cutting down on pharmacy trips has real value. She needs to trust that you'll catch problems before they become emergencies.

Revenue Opportunities

Med sync, packaging, delivery, DME, chronic care management, consultation services.

Patient Profile



Why Bother Wendell

Goals & Motivations

- Maintain control over his own healthcare decisions
- Be heard and respected
- Engage with staff who know him
- Feel like he's making his own choices

Pain Points

- Doesn't want to take medications as prescribed
- Argues with healthcare providers
- Frustrated by chain pharmacy impersonal service
- Feels like he's being talked down to

What Wendell Needs From Your Pharmacy

- **Personal interaction** with consistent staff
- **Patience** during difficult conversations
- **Respect** for his autonomy
- **Staff who know his patterns** and personality
- **Space to be stubborn** without being abandoned

Demographics

Age

55-75 years old

Medications:

Non-Compliant
Argumentative
Traditional

Challenges:

Resistant to medical advice

What Resonates with Wendell

Understanding that Wendell wants to be in charge of his health is critical. Most times you just let Wendell wear himself out. When he does come to the pharmacy, he wants personal interaction, and that's exactly why he chooses independent over chains. You put up with his crap, and he's loyal for it.

Revenue Opportunities

OTC recommendations, supplements he'll actually consider, personalized attention that builds trust over time.

Marketing Strategy for Community Pharmacy



Steps to Creating a Marketing Plan

1. **Define your goals:** Define SMART goals for your marketing initiatives.
2. **Identify your audience:** Understand who you are targeting and what they need from your pharmacy (Use your personas to guide this).
3. **Optimize your online presence:** Ensure your website, listings, and reviews reflect your brand. Think of these as an extension of your physical storefront.
4. **Choose your channels:** Focus on the platforms where your target audience is most active.
5. **Create a content calendar:** Plan consistent, timely content that keeps patients engaged (& attracts new ones).
6. **Monitor performance:** Track results and refine your strategy based on what is working and what isn't.

Optimize Your Online Presence

- Google Business Profile optimization.
- Website basics (mobile-friendly, clear services, contact info).
- Ask for and respond to reviews online.

Food for thought: FAQs you get at the counter are likely also being searched online.



Utilize a Marketing Content Calendar



Why it matters

A calendar creates consistency, balances education and services, aligns with goals (like doing more vaccines or boosting OTC sales), and reduces last-minute stress. It also keeps your messaging timely with seasonal needs.

How to use it

- Start with a time-relevant monthly focus (e.g., Travel Health in May, Back-to-School in July).
- Post consistently (2–3x/week) and plan topics in advance with a clear goal and call to action that drive patients to specific products and services you offer.
- Make sure posts align with what you are promoting in-store & your other marketing channels have a consistent message.

Bottom line

A content calendar keeps your marketing focused, consistent, and tied to real pharmacy growth, not just posting for the sake of it.



FREE Download Monthly Health Themes Calendar
<https://lumistry.com/blog/health-awareness-calendar/>



AI Prompts and Marketing Messaging Frameworks



Messaging Frameworks

AIDA Framework

Attention. Interest. Desire. Action.

Purpose: Drive conversions and clear next steps.

1. Attention

Start with a bold statement, question, or surprising stat.

2. Interest

Share relevant details that make them lean in.

3. Desire

Show how your service improves their life.

4. Action

Tell them exactly what to do next.

Best for: Sales pages, paid ads, email campaigns, service promotions

PAS Framework

Problem. Agitate. Solve.

Purpose: Create urgency by addressing real pain points — then clearly present the solution.

1. Problem

Clearly state what your audience is struggling with.

2. Agitate

Highlight the consequences of not fixing it.

3. Solve

Position your pharmacy or service as the answer.

Best for: Social media captions, short-form video, flyers, quick promotional messaging

Tips for Effective Prompts

- **Define the audience**
(e.g., Medicare patients, patients with chronic conditions)
- **State the goal**
(book appointments, drive calls, build awareness)
- **Specify the channel & framework**
(social post, email, text, website, on-hold message)
- **Set the tone**
(friendly, professional, reassuring, community-focused)
- **Ask for options**
Ex. “Give me 5 headline options” and choose the one that best aligns with your brand)

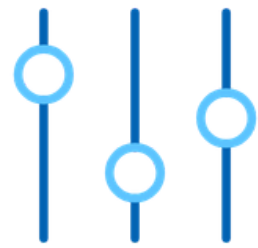
AI tools to use: ChatGPT, Gemini, Claude, etc.

Write a **Facebook post** for National Nutrition Month promoting nutrient depletion counseling services at X pharmacy. The **audience** is patients taking meds for chronic conditions.

The **goal** is to drive them to schedule a consultation online. Keep the **tone** educational and supportive.

Provide options for 5 headlines and 5 caption variations that use the **PAS messaging framework**.

Repurposing & Refining Content Examples



Examples for refining output

- Shorten this to 280 characters
- Make this more conversational
- Adjust for Medicare patients
- Simplify to 6th-grade reading level
- Strengthen the call-to-action
- Make this sound more community-focused
- Use fewer emojis
- Don't use em dashes –



Examples for recycling content

- Rewrite a Facebook post for X (shorter + more direct)
- Turn a blog into multiple social posts
- Convert a service flyer into website copy
- Turn FAQs into blogs or social captions
- Create an SMS reminder from a long-form post
- Turn a seasonal campaign into monthly content themes
- Convert patient education into team talking points

Using AI for IVR Messages

Prompt example for IVR script

Prompt:



- Write a 20–30 second on-hold message for a pharmacy medication-related nutrient depletion.
- Keep it friendly, educational, and not salesy.
- Mention symptoms (like fatigue or muscle cramps)
- Use PAS messaging framework

ChatGPT Response:



“Did you know some medications can lower certain vitamins and minerals in your body over time? That can sometimes lead to symptoms like fatigue, muscle cramps, or low energy and many people don’t realize their meds are the cause. The good news is we can help identify possible nutrient depletions and recommend simple ways to support your health. Ask us more today!”

AI tools to use: Chat GPT, Gemini, Claude, etc.



Questions?

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