

Patient Profiles for Pharmacy Marketing

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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



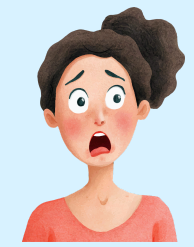
Melancholy Mike



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.