



What Not to Say (or Show) about Compounded Medications: A Marketing Claims Primer

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1

Learning Objectives

- Discuss social media best practices
- Assess regulatory considerations when promoting your practice
- Discuss best practices in promoting your services without making claims
- Explore good vs. bad imagery used online to promote your practice

2

What is Social Media Marketing?



Using social media platforms like Instagram, Facebook and LinkedIn to promote your brand and sell your product or service.

Social media can help you engage with your customers and find out what people are saying about your business. It can help your business: **attract customers**, **get customer feedback** and **build customer loyalty**.

3

Build a Strategy & Execute

- Set goals that make sense for **YOUR** business.
 - **Goal examples:** Increase pharmacy awareness, generate leads and sales, grow your pharmacy's audience and drive traffic to your website
- Develop an execution plan
 - Define your target audience
 - Determine which social media platforms align with your target audience and goals
 - Create a content calendar
 - Dedicate time for content creation and curation
 - Scheduling
 - Tracking & Analyzing

4

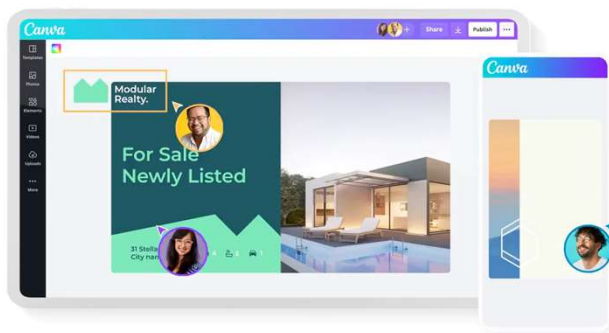
Example

- **Audience:** Potential Patients
- **Goal examples:** Increase pharmacy awareness
- **Frequency:** 2-3 times per week
- **Content categories:**
 - Behind-the-scenes
 - Community & pharmacy news/updates
 - People updates (pharmacy staff)
 - Blogs

5

Resources for Social Media

- **Creative Design Tools**
 - Canva
 - Adobe Express
- **Management Tools**
 - Meta Business Suite Planner
 - Facebook & Instagram
 - Hootsuite
 - Buffer
 - Sprout Social
- **AI tools to Help With Captions**
 - ChatGPT
 - Jasper
 - Copy.ai



6



COMPOUNDING PHARMACY
OWNER SUMMIT


Tracking Your Success

7

Awareness Metrics

- **Reach:** number of people who see your content
- **Impressions:** the number of times people saw your content
- **Audience growth rate:** how many new followers your brand gets on social media within a certain amount of time
- **Engagement rate:** measures the number of engagements (reactions, comments and shares) your content gets as a percentage of your audience


8



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DO THIS, NOT THAT



Best Practices



9

Disclaimer & Claims

- **Disclaimer:** *The FDA does not review any compounded medication for safety or efficacy.*
- **DO NOT** implicitly or explicitly claim a formula or compounded medicine:
 - Is safe or effective
 - Is comparable to or better than an FDA-approved commercial drug product
 - Was developed to treat a disease or condition
 - Can affect a structure or function of the body

10

Drug Quality Security Act (DQSA)

- The active ingredient used in the compound is present in an FDA-approved drug product.
- The active ingredient used in the compound has an applicable USP/NF monograph.
- The active ingredient has been evaluated by an advisory board and adopted into the FDA's "positive list."



11

What's Left?

- Support use of particular APIs with literature references
 - ...the API in this compound has shown to be effective in...
- Focus on the patient
 - ...is ideal for patients with [disease/condition].
 - ...was designed with these patients in mind.
 - Are you experiencing ____? Talk to our compounding pharmacist today.
 - Our compounding pharmacy team are specialists in _____. Ask how we can help you.



12

Private Groups Are Not So Private

- Be careful what you are posting on social media and on your website.
- Quality compounding should be practiced and shown on social media and on your website.
 - Working in hoods vs. on the countertop
 - Proper garbing
 - HIPAA
- Compounding should always be done as if the Board of Pharmacy or the FDA are in your pharmacy watching. Consider this also when you are creating content, taking pictures or making videos.



13



DO THIS, NOT THAT

Examples



14

The screenshot shows a Facebook group chat titled "Pharmacy Compounding". The main post from Pharmacy Compounding asks: "One of my distributors has an overstock of ozempic!! Message me for pricing!!". Below this is an image of a person's foot on a scale with a yellow measuring tape, labeled "SEMAGLUTIDE FDA-Approved Weight Loss Peptide". Another post asks: "Does anyone have a good source for tirzepatide?". A third post asks: "Does anyone have a good source for Tofacitinib powder?". A fourth post asks: "Is anyone still compounding 17-P?". Comments include: "John Sowinski: Wasn't this a Moderna product that they discontinued?", "Maria E. Hernandez: Unfortunately we can't compound it anymore so we stopped", and "Yes". The bottom of the screenshot features the Alliance for Pharmacy Compounding logo and the text "Seen in 'private' groups" and "COMPOUNDING PHARMACY OWNER SUMMIT".

15

Good or bad compounding practices?

The slide contains two photographs. The left photo shows a clean, modern compounding laboratory with a person working at a counter. The right photo shows a person wearing blue gloves and a yellow sun mask, pouring liquid from a bottle into a glass. The bottom of the slide features the Alliance for Pharmacy Compounding logo and the text "COMPOUNDING PHARMACY OWNER SUMMIT".

16

Good Compounding Practices

How It Started



How It's Going



17

Correct or incorrect garbing?



18

What's wrong with this picture?



19

Really???

Pharmacy Compounding
Anonymous member · 1h · 📍

Does anyone have a formula for cocaine solution using the powder? I heard they are discontinuing it. I also thought we could have the patient just do a line before ent surgery but the pharmacy board and JACHO might frown on that. Plus have you ever priced out little mirrors. Just kidding on most of this but still need a formula for cocaine solution.

4 comments

👍 Like 💬 Comment 📧 Send

6:46 LTE

Anonymous member's post

Pharmacy Compounding
Anonymous member · 8h · 📍

Where can I get the formula/recipe for Semaglutide? I can find suppliers but am having trouble finding the formula/recipe.

👍 Like 💬 Comment 📄 Copy

👤 2

Top comments

Jennifer Aytug Palazzolo
Pretty sure no one is answering this anonymous request 🙄

4h Like Reply 8 🗨️

Josh Acker
Dissolve the not for human use powder and put into a vial of saline. Shake it up and pull into individual doses. Sorry. That's all I got.

3h Like Reply 3 🗨️

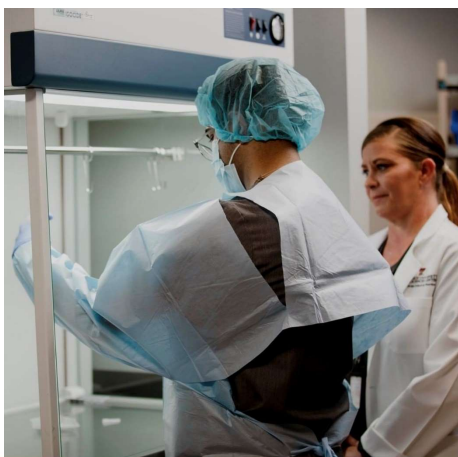
Write a comment... 🗨️ 📄 🗑️

Home Video Friends Marketplace Notifications Menu



20

Correct or incorrect garbing?



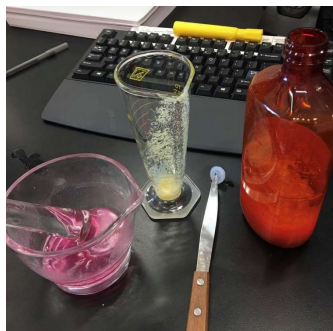
21

Correct Garbing



22

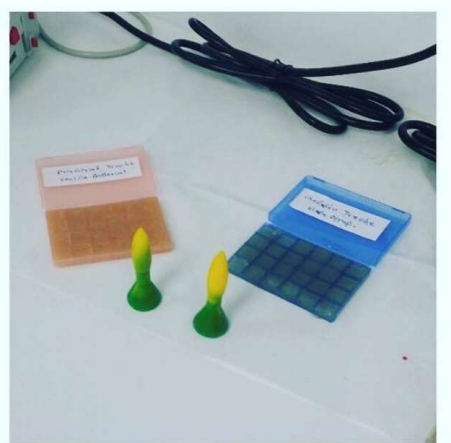
What's wrong with these pictures?



- Food-grade ingredients vs. pharmaceutical-grade
- Mixing on a counter
- Mixing in a Tupperware® container
- Anything else?

23

Would you really do this?



- Using color, flavor and aromas are fun but never post something like this when it implies “for patient use”

24

Remember: Always model good compounding practice!



25

Pop Quiz! Correct or Incorrect?



26

In conclusion...

- Make sure you are not making claims in any of your marketing material
- Always practice and use imagery on your website or social media that represents good compounding practices
- Be careful when soliciting advice or feedback online
- When in doubt...reach out to for help!

27

Thank you!



28

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