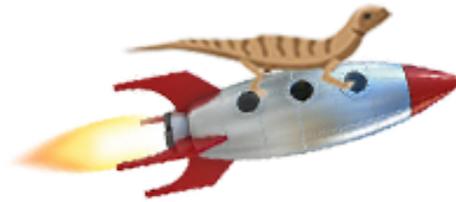


COMPOUNDING PHARMACY OWNER \$UMMIT





The Owner's Prescription to Marketing Success

Bridget Hanna, CPhT



**Compounding sets you apart but only
if you are **MARKETING IT!****





Marketing is like Compounding...you must have a Formula.

Your Marketing Formula needs to be calculated

- to your Target Audience

- Prescribers
- Patients
- Community

- to your Pharmacy

- Services
- Products
- Staff

- to your Goals

- Relationships/Loyalty
- Profitability
- Growth/Expansion



Let's talk about your Marketing Formula.

**If you want to see your marketing
CONVERT you need to be customizing
your formula.**

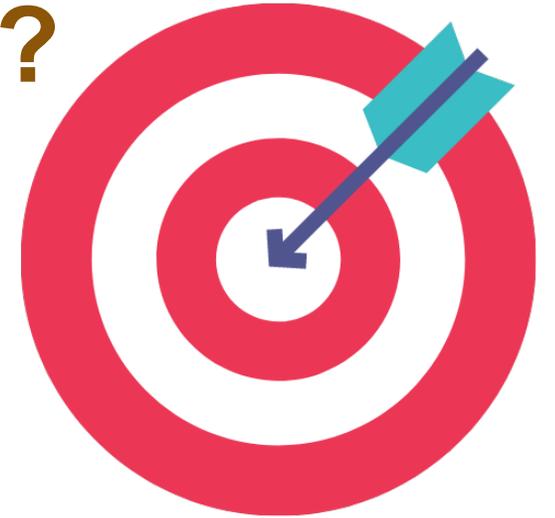
**Would one compounding formula work for
every patient? Every age? Every weight?
Every disease state?**





Who are you **TARGETING?**

Your Veterinarians
Your Dermatologists
Your Pediatricians
Your Dentists
Your OBYNs
Your General Podiatrists
Your Rheumatologists



**Each Office
Each Prescriber
Each Nurse
Each Receptionist
Each Office Manager**

**will alter your strategy and how your
Marketing Plan will change.**





COMPOUNDING PHARMACY
OWNER  SUMMIT

Create the Light Bulb Moments

**You have the solutions to your
Prescriber and Patient problems.**

How do you reach them?

How do you educate them?

How do you make them want to know more?



**Lead them to what you KNOW
they NEED.**



USE YOUR RESOURCES.

Run your reports

- Top Compounds
- Top Prescribers
- Patterns in Prescribing
- Profitability in Compounds
- Opportunities to Compound



USE YOUR PLATFORMS.



**SOCIAL MEDIA
WEBSITE
GOOGLE**



Do not underestimate the possibilities these platforms can provide your pharmacy.



**If you want Marketing Success
you need to know your
Prescribers, your Patients and
your Community.**





COMPOUNDING PHARMACY
OWNER  SUMMIT

Create your success by learning from your marketing.

**Each marketing interaction and connection gives you an opportunity to
learn.**

Document EVERYTHING.

When something doesn't convert the way you anticipated.

**Identify it.
Adjust and Implement.**

**When it does convert successfully replicate and customize the formula
to your next target.**



Your MARKETING FORMULA should be customized to YOUR pharmacy.

Your STRATEGY should be specific to each marketing call, presentation, marketing material, conversation and interaction with your prescribers, patients and community.





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Happy Marketing!

