



Managing A Competitive Pharmacy

Mention the word “competitive” and most people instantly think of price. Consumer buying habits are influenced by many things, of which price is only part. Ease of ordering, speed of processing and delivery and loyalty to a source all factor into today’s purchasing environment.

"What I witnessed most recently is a trend!"



Business owners are easily plagued by this thought process. The client asked for a written prescription – the world is ending, I’m losing my pharmacy.

Do you know if your pharmacy grew last year?
How much did 800-Pet-Meds grow last year?

Let’s remove the DVM from this process by training staff to manage the systems & operations of fulfillment.

Through a defined program we can change how we approach the consumer making our pharmacy more competitive and the place our clients want to go for the fulfillment of their pet’s prescription needs.

The easiest first step is to begin tracking the number and type of 'written' prescriptions our clients are asking for. Less than 1% are lost because we cannot compete on price.



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Fulfillment begins with providing multiple means of “re-ordering” a prescription refill. Phone, email, voicemail, web-based requests (chat or forms), and walking in the front door represent the ways we should be able to accept prescription refill requests.

From there the speed with which we process the request and have it ready for pickup or delivered the mailbox help determine client satisfaction.

Postage and Delivery are Free

Consider that every transaction we take away from the front counter allows our staff to focus on the client/patient in front of them that is there for care. Isn't that worth something? Do you order online?

Do you like paying for postage and delivery? Your clients don't either. We will review the data, costs and sources surrounding expedient fulfillment of prescriptions.

Not everyone competes on price. We have a set list we compete with internet pharmacies on pricing on. We will review how we track pricing without spending hours on the web.

This presentation will review staff training, fulfillment, resources and pricing data.

