



Capturing New Patients Marketing Execution Guide

Overview

A focus on growing your business will enable your pharmacy to be a pillar of your community for years to come. Whether it is patients from chain pharmacies or a pharmacy closure in your neighborhood, there is an opportunity to welcome new patients in your area to your business with strategic marketing tactics. In this guide, you can find marketing resources and guidance for attracting new patients to your pharmacy. Your Local Marketing Advisor is also available to provide you with strategic guidance on capturing new patients.

Patient engagement resources

Leverage print and digital marketing materials, Google Advertising, and Google listings to attract new patients to your pharmacy.



Available marketing materials on Brand Central Station and SOCi

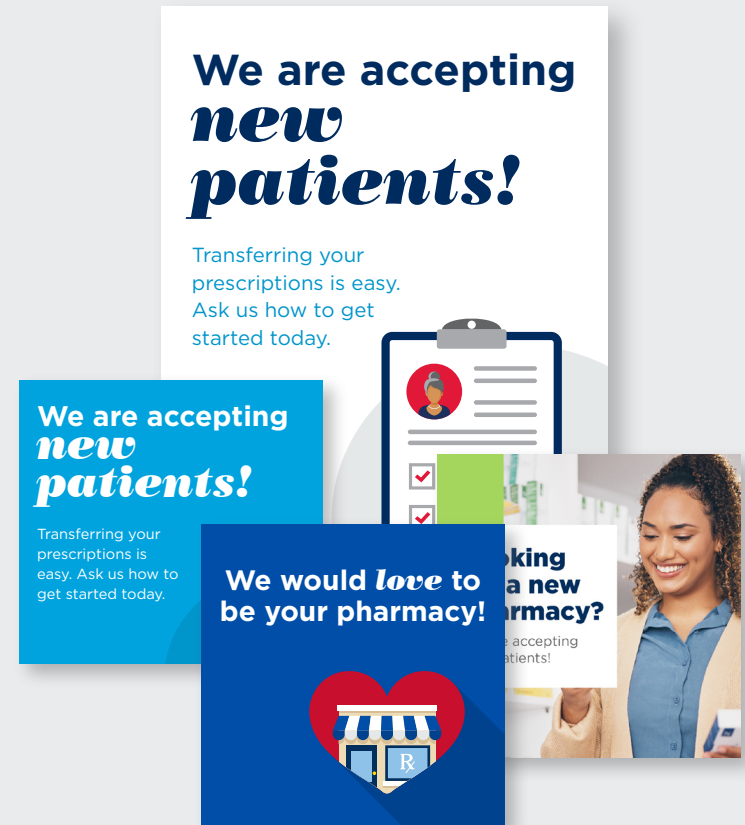
Print and digital marketing materials are available on **Brand Central Station** and **SOCi** in the "Capturing New Patients" library. Leverage these materials to help you attract new patients.

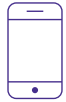
The following materials are available:

- Flyers
- Window clings
- Bag stuffers
- Posters
- Social media graphics
- And more!

You can also access print and digital marketing materials in the following categories to highlight some of the key differentiators of your pharmacy:

- Shop Local
- Locally Owned. Locally Loved.
- My GNP Mobile App
- Delivery, Drive-Thru, & Curbside





Social media

- Post on social media to share information about your pharmacy with potential customers, including the following:
 - Letting consumers know that you are accepting new patients.
 - Sharing information about how to transfer a prescription to your pharmacy.
 - Sharing information about key services your pharmacy offers.
 - Letting consumers know what makes your pharmacy unique.
- Remember to be authentic and promote your pharmacy proudly. Let consumers know how your pharmacy can help them. Introducing staff members and sharing behind-the-scenes posts can be great ways to help customers get to know your business and develop personal connections.
- Consider paid social media advertising or boosting a post using zip codes in your area to reach more people in your community. If a pharmacy is closing near you, target the surrounding area of that pharmacy to capture potential interest from their patient base.



Patient engagement tips and best practices

- Encourage your patients to share your social media posts and leave reviews on your Google Business Profile and Facebook.
- Order prominent signage for your store from the [Good Neighbor Pharmacy Signage Portal](#) (accessible through the AB Solutions Portal) to display for those walking or driving by your store.
- Post localized content on your social media to highlight your unique services, products, staff, and more for potential patients.
- Ask doctors or healthcare providers with whom you are already acquainted if you can display posters or flyers about your pharmacy in their offices.
- Look for opportunities to participate in community events or health fairs, where you can meet prospective patients and highlight your pharmacy and what makes it unique.



Google Advertising

- Help potential patients find your pharmacy on Google when they are searching for competitor pharmacies. *Good Neighbor Pharmacy* Premier members can select keywords by contacting their *Good Neighbor Pharmacy* Local Marketing Advisor or completing this form: www.localact.com/gnp-ads/.
- Contact your Local Marketing Advisor to discuss a buyup to make sure that you are not missing out on capturing new patients.



Google Business Profile

- Double-check your store's Google Business Profile listing to ensure that all your information is accurate and up to date.
- Leverage Google Business Profile posts, which you can easily schedule through [SOCi](#), to share updates on your services, products, and more.

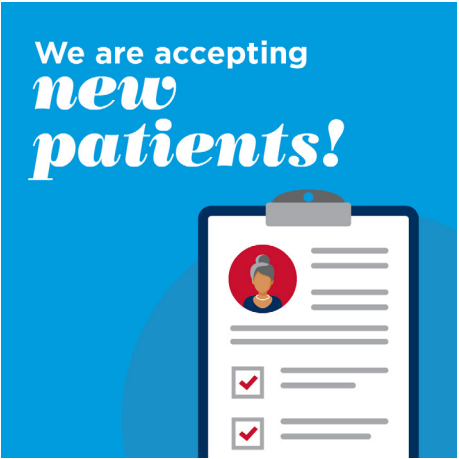
Sampling of social media graphics with suggested captions



Are you looking for a pharmacy that will be a partner in your healthcare journey, where you are more than just a script? Consider joining our pharmacy community. We offer personalized care and unmatched customer service to support you and your family through all of your healthcare needs.



Nothing would make us happier than the opportunity to be a partner in your healthcare journey. If you're searching for a new pharmacy, we'd love to tell you more about the personalized experience we offer our patients. Contact us today, or stop by the store to learn more.



If you are looking to change pharmacies or your current pharmacy closed, we are here for you! Transfer a prescription to us today, and see why we're locally loved by our community. Not sure how to get started? Give us a call, or stop by the store!



Are you a former customer of XX Pharmacy? Transfer a prescription today, and see why so many people trust our staff and love our service! Download the My GNP mobile app to get started. Learn more: www.mygnp.com/mygnpmobileapp

Access the "Capturing New Patients" library in [SOCI](#) for all available social media graphics and suggested captions, and easily schedule them to your social media pages.

Pharmacist resources

If there is a store closing near you and you would like assistance in capturing its patients, your Local Marketing Advisor can provide more personalized assistance.

For more information on amplifying your brand and identity in your community, visit www.wearegnp.com/marketing.

For questions, please contact your Local Marketing Advisor or email gnpmarketing@amerisourcebergen.com.