



Capturing prospective patients during COVID-19 vaccinations:

Tips to make the most of your post-shot opportunity to secure new patients

The cost to acquire one new customer at your pharmacy is roughly \$75.* That means if you vaccinate 100 patients per week and don't try to engage them, you're wasting \$30,000 worth of marketing potential each month – not to mention the lifetime value of each new customer!

You've worked so hard to get the COVID-19 vaccine into your store and your community is incredibly grateful. Your wait list is overflowing. People are beyond eager for you to give them their shot. There will never be a better time to attract new customers to your pharmacy and deepen your relationship with your current patients. And best of all, you have a guaranteed 15-minute window to communicate whatever you want to this extremely rare captive audience. So let's take advantage of it!

Follow the guidance below to capture new patients while they are in your pharmacy.

Key topics for new patients:

Leverage your opportunity to capture new patients while they are in your pharmacy receiving the vaccine by encouraging them to:

- Transfer a prescription
- Follow you on social media
- Sign up for the *Good Neighbor Pharmacy Free Vitamin Program* or other Wellness Program your pharmacy may offer

Before vaccinations

1. Download your marketing materials

You and your staff will undoubtedly be very busy when you're vaccinating, so make sure you have plenty of collateral on hand to complement your conversations with patients. Go to the "COVID-19: Capturing New Patients" section on [Brand Central Station](#) and [SOCi](#) and download materials to help you encourage the customers you vaccinate to:

- **Transfer a prescription.** Prompt patients to transfer a prescription using ready-to-use print and digital marketing materials or customize materials with specific guidelines about how to transfer a prescription to your pharmacy. You can encourage your patients to easily transfer prescriptions using the My GNP mobile app or the "Transfer Prescription" button on your www.mygnp.com local page. Link directly to the "Transfer Prescription" form in your social media posts to allow your patients to take immediate action. If you need assistance, your Advertising Manager can help.
- **Follow you on social media.** Let your patients know they can follow you on social media for important pharmacy and health and wellness updates with a variety of marketing materials, some of which can be customized with your social media handles.



Transfer a prescription marketing materials



Follow you on social media marketing materials



- **Sign up for the Good Neighbor Pharmacy Free Vitamin Program.** Have copies of the Free Vitamin Program enrollment form on-hand to distribute to patients. This program is a great way to get patients to return to your pharmacy month after month. There are also many different marketing materials available that you can display in your store or distribute to patients, as well as patient punch card that can be used to track the vitamins each month.

2. Prepare your marketing handouts

Consider how many vaccination appointments you have on the schedule and print out the appropriate number of marketing handouts. Organize everything into convenient packets and make them easily accessible in your vaccination area so you can hand them to patients immediately after their shot.

During vaccinations

Get your patients engaged immediately following their shot

From the moment a patient arrives until they get bandaged, their experience should be centered around the vaccine. As soon as they get their shot, it's time to transition to another topic of conversation. Hand them their packet of marketing collateral and briefly walk them through the items that are included. Feel free to reference the talking points included here and include any marketing materials you have around your additional pharmacy services.



Free Vitamin Program marketing materials

We're going to keep an eye on you for the next 15 minutes just to make sure you don't have a reaction to the vaccine. While you wait, here are some things to help you pass the time. There's information on how to follow us on social media, this is where we keep our community up to date on the latest services and specials, you can download our app for convenience, and transfer your prescriptions if you're interested. We also offer a lot of different services you might not find at one of the chain pharmacies. For example... [provide examples of programs and services you think the patient would be interested in]

After vaccinations

1. Thank your new patients for choosing your pharmacy

At the end of each week, contact any new patients who were vaccinated at your pharmacy the week before, either by calling them on the phone or sending them a handwritten thank you note. In addition to thanking them for choosing your pharmacy, ask them how they're feeling post vaccination and if they have any questions you can answer. This will remind them of the personal attention they can expect from you and your team (something they won't get with the chains).

2. Export your new patient list

Once you administer a COVID-19 vaccination to someone new to your store, they're entered into your pharmacy system as a "new patient." Pull that list of high-priority prospects so you can use it to launch a targeted marketing campaign.

Don't miss out on the valuable opportunity to capture the new patients visiting your pharmacy for the vaccine. Get started today by visiting the "COVID-19: Capturing New Patients" libraries on [Brand Central Station](#) and [SOCi](#). Need further assistance? Your dedicated Advertising Manager is available to help. If you don't know who your Advertising Manager is, you can contact gnpmarketing@amerisourcebergen.com.