



Drive front-end performance with on-site merchandising services

Turn your front end into a better shopping experience

A well-organized, easy-to-shop front end helps patients find what they need, strengthens your pharmacy's image as a healthcare destination, and drives more revenue per visit. But staffing and time constraints often make consistent merchandising hard to maintain.

We bring the expertise and the labor so you can focus on your patients

Our retail merchandising specialists come on-site to help refresh, organize, and optimize your front end using data-backed best practices. We get you the right product, on the right shelf, at the right time.

A retail merchandising specialist visit can include:

- Planogram implementation using data-backed layouts designed around consumer buying habits
- Front-end organization and category optimization to improve shopability
- Product mix guidance to support high-margin, competitively priced assortments

Why it matters

- Improve the patient/customer experience with a professionally curated front end
- Save staff time by shifting labor-intensive merchandising tasks off your team
- Increase sales opportunity by making it easier to shop and easier to say "yes"

9.2%
increase in OTC purchases

5.5 hours
hours spent in store

17.2%
growth with HSA/FSA

*Based on Cencora Internal Data
April 2026



Before on-site merchandising services



After on-site merchandising services

Who it's for

Not a *Good Neighbor Pharmacy* member? This service is available a la carte. This is designed for pharmacies that want occasional support to refresh or reset the front end.

Interested in joining *Good Neighbor Pharmacy*? You can enroll as a *Good Neighbor Pharmacy* member for a monthly fee and join the network to access quarterly merchandising services, marketing, managed care, business performance, and more solutions.

Already a *Good Neighbor Pharmacy* member? Quarterly merchandising services are included for *Good Neighbor Pharmacy* members. Additional merchandising visits beyond those included are available for an added fee.

How it works



Schedule a visit:

reach out to us and tell us your objectives and timing



We execute on-site:

merchandising refresh and/or planogram implementation



You keep momentum:

we provide guidance for sustaining results between visits

Ready to refresh your front end?

To learn more about how *Good Neighbor Pharmacy* can enhance your front-end, email merchandising@encora.com or contact your Cencora sales executive today.

"I can honestly say our retail merchandising specialist has made a tremendous impact on our store. He understands our layout, knows our team, and partners seamlessly with the staff managing our OTC sections. The merchandising support has strengthened our front-end execution and helped our store stay organized, refreshed, and customer ready."

Kelli Bass
Pharmacist, Madison Drug Pharmacy

"I was genuinely impressed with the front-end results. The layout improvements the merchandising specialist implemented have made a noticeable difference in both organization and flow of the pharmacy. The attention to detail, professionalism, and willingness to take ownership of the project truly stood out."

Harnish Patel
Pharmacist, Coastal Drug

cencora

www.wearegnp.com/in-store-experience

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