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The *voice* of the  
community  
pharmacist.

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# Sharing Your Value Beyond Vaccine

Gabe Trahan, NCPA Senior Director of Store  
Operations and Marketing

Bri Morris, PharmD, NCPA Senior Director of Program  
Development















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**How do you make sure every  
person there knows you are  
providing the service?**



**COVID-19  
VACCINE**





COVID-19  
Vaccination  
Center

Rowan Medicine

Rowan Medicine  
Vaccination  
Center

No good reason to  
be noncompliant.

COVID-19  
Vaccine Clinic

**Welcome**

- Please wear your mask
- Bring your ID
- And insurance card

Rowan Medicine

# Community Pharmacy Best Practices for COVID-19 Response



Updated: March 14, 2021 at 9:00 AM EDT

**COVID-19 Vaccine Home Page**

**Infrastructure Building**

**COVID-19 Vaccine Clinical Resources**

**Implementation/Processes**

**Billing**

## COVID-19 Vaccine Home Page

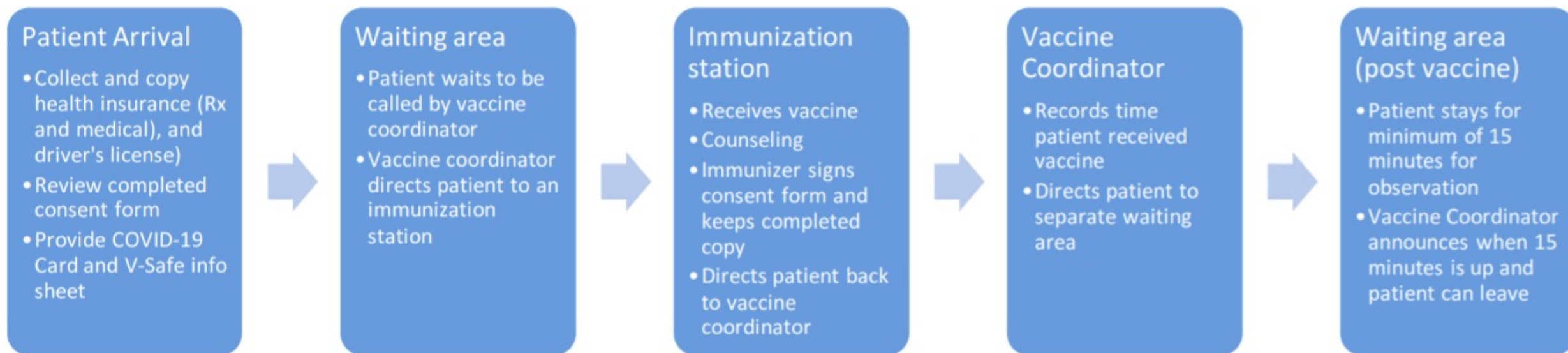
### About:

- The Home Page contains the latest CPESN Change Packages, along with additional implementation guides developed by others.
- Access the buttons above in the grey tool bar for the most relevant materials

**[www.covidbestpractices.com](http://www.covidbestpractices.com)**



# How do they know that it is you?

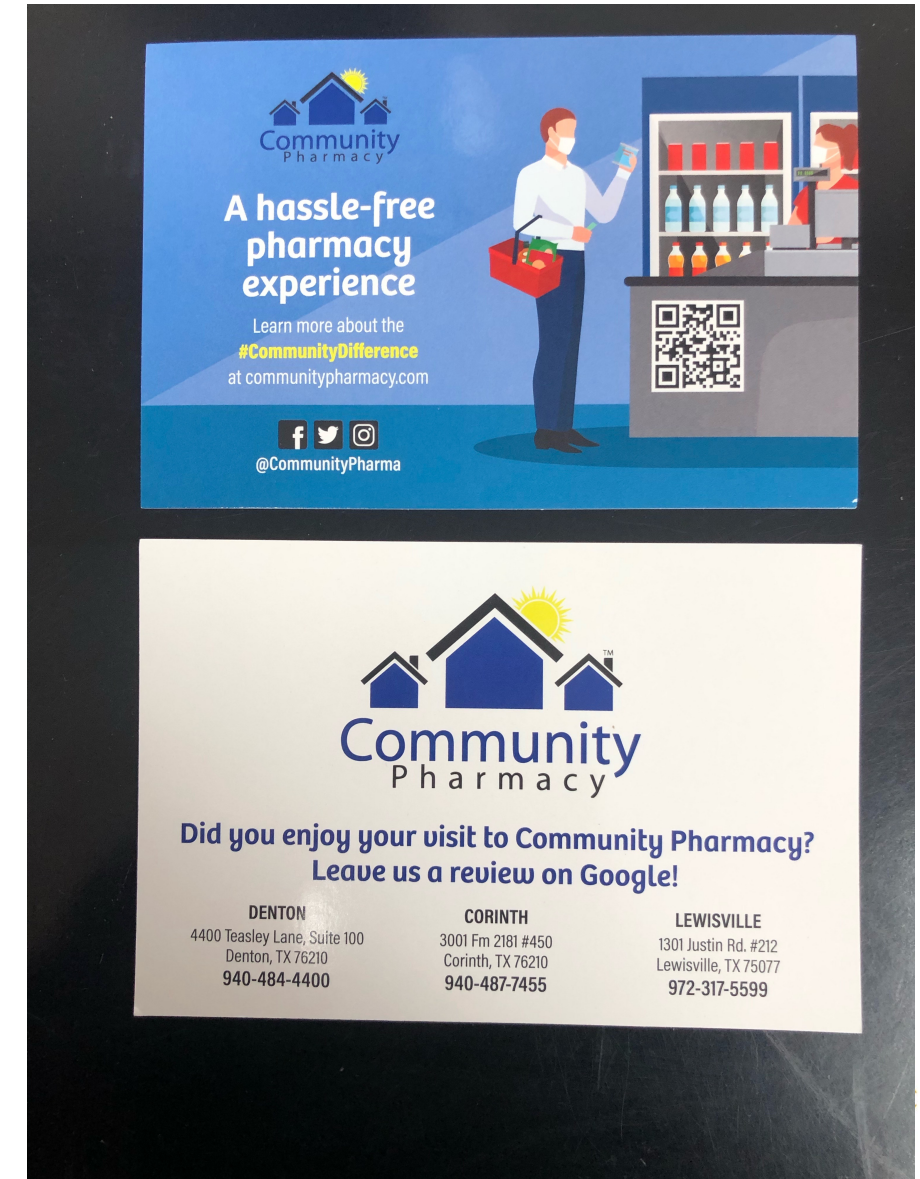








# Branding ideas for less than \$100











Amy Klobuchar ✓  
@amyklobuchar



Dr. Mayank Amin, you and every frontline worker are "superheroes." Our nation owes you a debt of gratitude for your bravery during this time of crisis.



This 'superhero' pharmacist is on a mission to vaccinate his community  
[abcnews.go.com](https://abcnews.go.com)



Superheroes  
Fighting Covid-19  
one at a Time!









# Other ideas for off-site clinics...

- Forms with your logo
- 6' branded tables
- Staff and volunteer uniforms
- Display medication packaging
- Lift chair
- Signs for other pharmacy services
- TV with ads





# More New Patients Are Coming Through Your Doors...

- What do they see?
- What's on their mind?



# Preparing for a COVID-19 Vaccine at SMP

Requesting a COVID-19 Vaccine	
<input type="checkbox"/>	Visit <a href="http://www.smprx.com/vaccines">www.smprx.com/vaccines</a>
<input type="checkbox"/>	Complete the COVID-19 Vaccination Request Form
<input type="checkbox"/>	Receive a confirmation email
<input type="checkbox"/>	Wait for a second email containing a unique ID code for access to our booking page. This code will be emailed to you when you are eligible for the current CDC vaccine phase.
Scheduling Your Appointment	
<input type="checkbox"/>	Click on the booking link in your email
<input type="checkbox"/>	Choose your service: COVID-19 Vaccine Moderna Dose 1
<input type="checkbox"/>	Choose an appointment date and time — Please note that your second dose of Moderna COVID-19 vaccine will automatically be scheduled for exactly four weeks from your first dose. Please make sure both dates work for you before booking your first dose.
<input type="checkbox"/>	Add your details: name, e-mail, phone number, address
<input type="checkbox"/>	Click on Book
<input type="checkbox"/>	Receive a confirmation email for details on preparing for your appointment
Preparing For Your Appointment	
<input type="checkbox"/>	Complete the SMP — COVID-19 Vaccine Intake Consent Form — Dose 1 (link provided in your appointment confirmation email). Please complete this form at least 24 hours prior to your scheduled appointment. <b>Appointments will need to be re-scheduled if consent forms are not completed at least 24 hours prior to your appointment.</b>
<input type="checkbox"/>	Download the Mobile Check In app via the App Store [ <i>My Mobile Check In</i> ] or Google Play [ <i>Mobile Check In</i> ] on your smartphone. This will allow you to “Check In” to SMP when you arrive in our parking lot. Our staff will text you when we are ready for your appointment.
<input type="checkbox"/>	Read the “Fact Sheet for Recipients and Caregivers” (link provided in your appointment confirmation email).
At the Time of Your Appointment <b>**Masks Required**</b>	
<input type="checkbox"/>	Please have your insurance card and proof of occupation (ID badge, pay stub, or State Professional license) ready for our staff.
<input type="checkbox"/>	When you arrive at SMP, check in via the Mobile Check In app (Download via the App Store or Google Play). Please note: This will only allow you to check in when you are less than 1/4 mile from our store. If you do not have a smartphone, please call 834-3017 ext. 134 to check in.
<input type="checkbox"/>	Wait in your car until you receive a text or a phone call stating we are ready for you.
<input type="checkbox"/>	Proceed to our clinical room (entrance located in our gift shop).
After Your Appointment	
<input type="checkbox"/>	Register for v-safe ( <a href="https://vsafe.cdc.gov/">https://vsafe.cdc.gov/</a> ) to tell CDC about any side effects you are experiencing.
<input type="checkbox"/>	Read the “Fact Sheet for Recipients and Caregivers” (link provided in your appointment confirmation email).
<input type="checkbox"/>	Add your appointment for your second dose to your calendar.
<input type="checkbox"/>	If you experience a severe allergic reaction, call 9-1-1, or go to the nearest hospital.
<input type="checkbox"/>	Call the vaccination provider or your healthcare provider if you have any side effects that bother you or do not go away.
<input type="checkbox"/>	Report vaccine side effects to FDS/CDC Vaccine Adverse Event Reporting Systems (VAERS). The VAERS toll-free number is 1-800-822-7967 or report online to <a href="https://vaers.hhs.gov/reportevent.html">https://vaers.hhs.gov/reportevent.html</a> . Please include “Moderna COVID-19 Vaccine EUA” in the first line of box #18 of the report form.

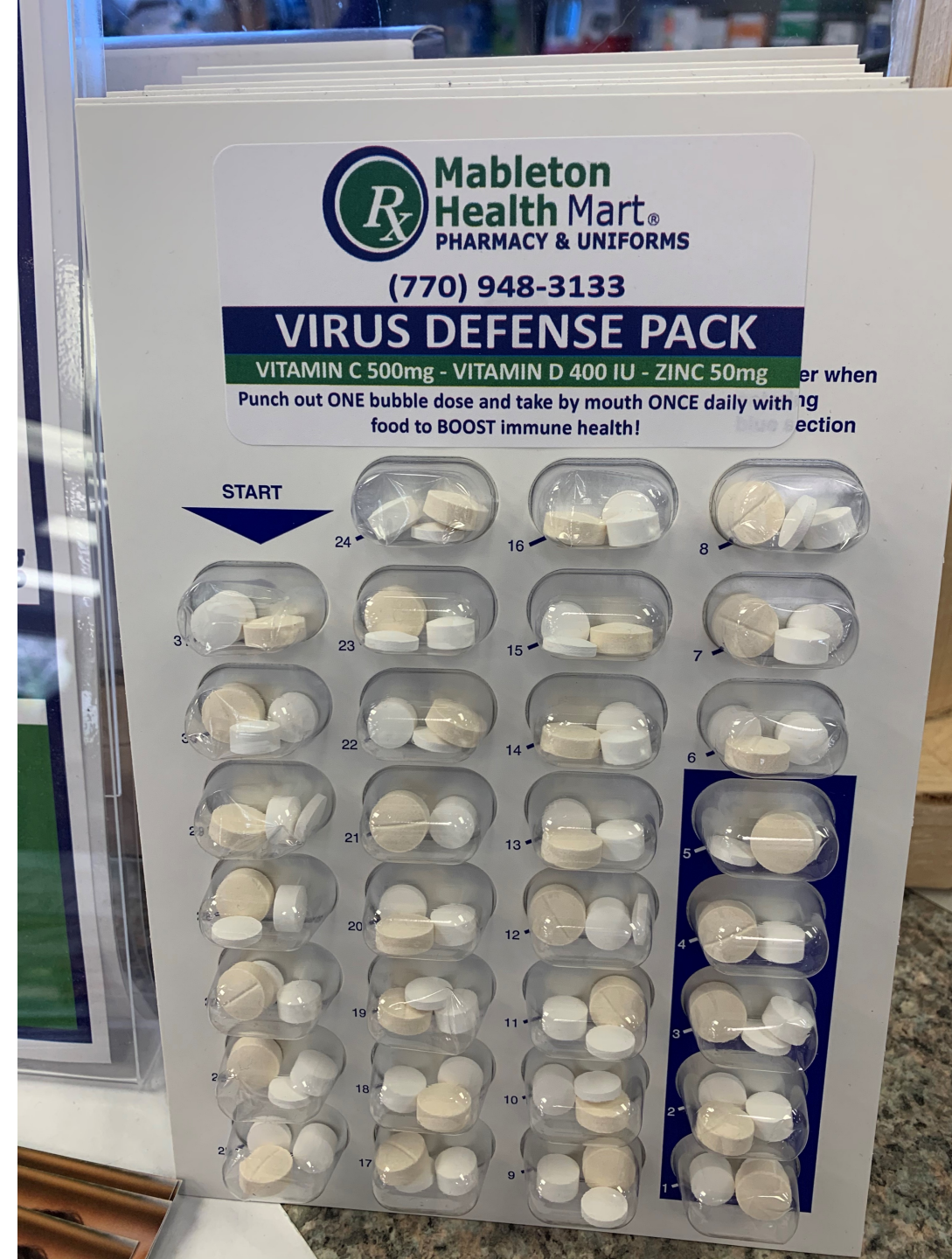




**How do you convert the  
one-time vaccine patient  
into a new rx patient?**



- TV or slideshow with your pharmacy
- Packaging
- DME, lift chair
- Staff engagement







Nathan G. Marques  
PharmD, CDE, FAPhA

No Virus!

TEACHERS  
ARE  
HEROES  
Mableton Health Mart.  
PHARMACY & UNIFORMS





# Your staff, your brand

- How was your experience today?
- What questions do you have for me?
- Have you ever been to our pharmacy before?
- What services do you want to promote?



# Sample Thank You Card

Pharmacy logo

This last year has been hard on all of us, and we are so thankful for light at the end of the tunnel. Your dedication to protecting yourself and your community by getting vaccinated does not go unnoticed. Thank you for trusting us as your partner in this monumental moment. Our team is excited to see you back real soon.

In good health,  
(Your Pharmacy) Team  
(Phone number)



# After...

- Registration form – sign up for a newsletter
- Postcard campaign
- Flu campaign next year by NDC
- Mail merge email



Would you like us to  
continue being a partner in  
your good health?

Let us know **today**, and  
**tomorrow** we will have our  
entire team ready to meet all  
your health needs!

***You are going to love it here!***



Would you like us to  
continue being a partner  
in **your** good health?

Let us know today, and tomorrow  
we will have our entire team ready  
to meet all your health needs!

*You are going to love it here!*





Don't you wish you could  
get your prescriptions  
filled in 15 minutes?

We may not be able  
to do 15, but we can  
get close to that!

*One phone call and  
your prescriptions will  
be ready in no time.*



**Go back inside!**

*We will be there  
soon. 😊*

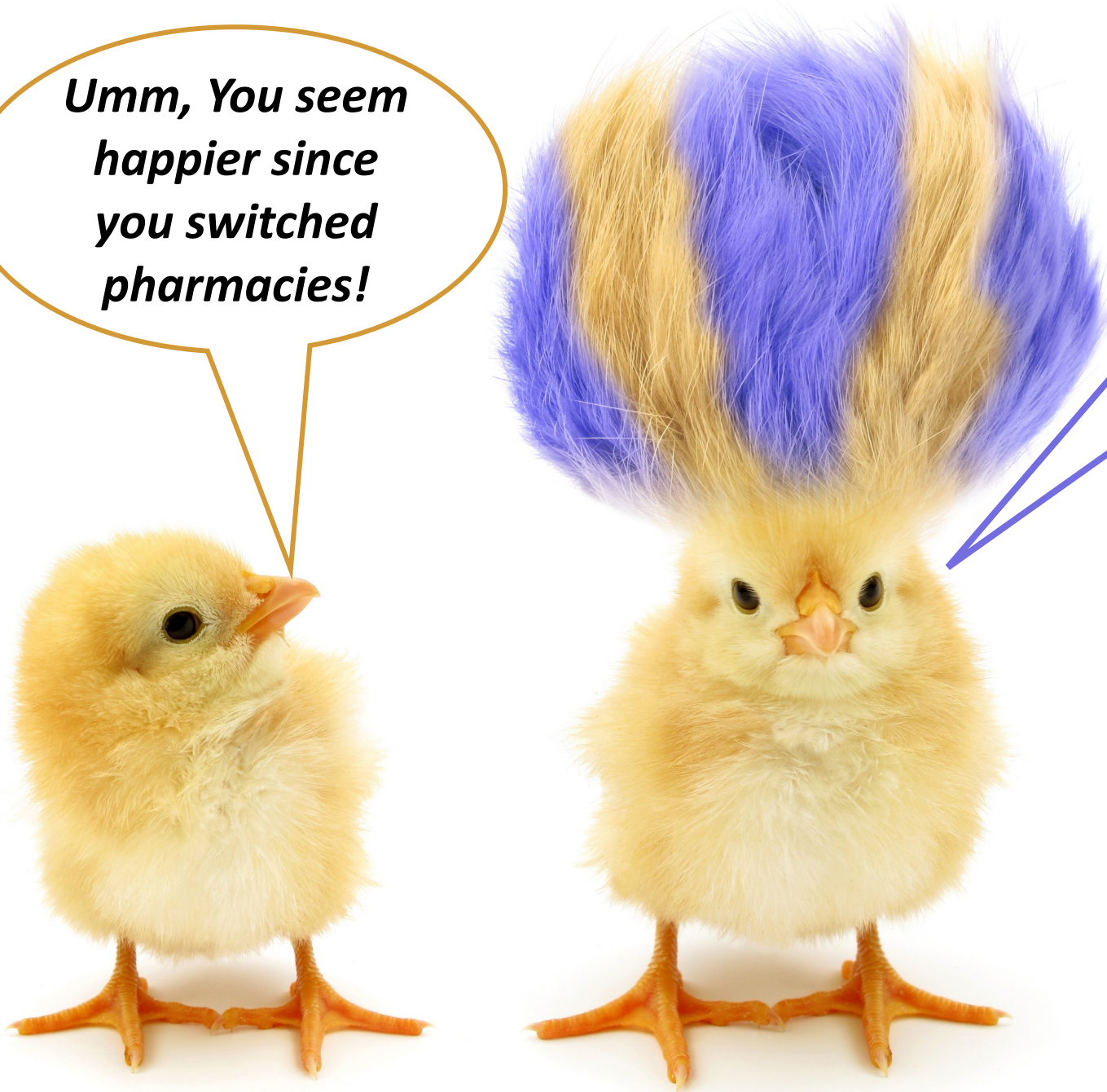
*Talk to anyone on our  
team and we will get  
everything ready for you!*

Available to you!

- ☐ Delivery to home or business
- ☐ Vaccines
- ☐ Medication packaging
- ☐ One-On-One Consultations







***Umm, You seem  
happier since  
you switched  
pharmacies!***

***Yup, at Community pharmacy they  
take time to counsel me, place my  
medication in packaging that helps  
me remember to take my  
medication, and makes deliveries to  
my home. It took only one call to  
888-888-8888 to make it all happen.***



It was nice meeting **you** today.

We would like to be part of **your** tomorrows.

*Talk to anyone on **our team** and  
we will be ready for **you**.*





# There is no need to bring your knitting!

*At our pharmacy, most  
prescriptions are filled in  
20 minutes or less.*

*Talk to anyone on our team  
and we will get everything  
ready for you.*

*It only takes one call!*





**Even the  
one with big  
ears can't  
hear you. ☹️**



**Yes, you do have a choice.**

*Looking to have your prescriptions filled where people can hear you?  
Talk to anyone on our team and we will make it happen.*







WE DON'T COST MORE.  
**WE ONLY**  
*care*  
**MORE.**

 **CENTRALIA**  
PHARMACY

417 S. Tower Avenue, Centralia | (360) 736-5000



# TRANSFER

**YOUR PRESCRIPTIONS TODAY!**

A simple phone call and we'll take it from there!

*HOURS MONDAY-FRIDAY 9:30AM-6PM AND SATURDAY 10AM-2PM*

*centraliapharmacy.com | (360) 736-5000*

**Did you expect the worse?**



If you were happy with how things went, then you will be thrilled how we take great care of our customers. We would love to see you back. Please call 888-888-888

**Community Pharmacy**  
**76 Main Street**  
**Georgia, VT 05468**

Adjust above font size to 11pts



**Our first meeting without having to wear a mask!**



We have been talking about how we would like to continue being a partner in your good health. Please call 888-888-888 and we can make that happen.

**Community Pharmacy**  
**76 Main Street**  
**Georgia, VT 05468**

Adjust above font size to 11pts




We know what is like to go  
the extra mile. We will  
deliver your prescriptions to  
your home or your place of  
work. Make one call and  
we will take it from there.  
888-888- 8888

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**Community Pharmacy**  
**76 Main Street**  
**Georgia, VT 05468**

Adjust above font size to 11pts





Umm, you  
seem happier  
these days!

Everyone seems happier  
when you know your  
pharmacist reviews your  
patient profile and are  
ready to offer guidance. It  
easy to become their  
customers. Call now. 888-  
888- 8888

**Community Pharmacy**  
**76 Main Street**  
**Georgia, VT 05468**

Adjust above font size to 11pts



Wondering if you should be taking CBD with your medication?  
We are concerned as well.  
Contact us today.

Long Beach Pharmacy  
101 Bolstad Ave.  
Long Beach, WA 98631  
P: (360) 642-3200  
F: (360) 642-8786

3.75"  
area for mailing address only

Nonprofit Org.  
US Postage  
PAID  
PDPS

Please do not copy.





**Make us your diabetes resource center. We offer:**

- **Medication packaging**
- **Testing supplies**
- **Delivery**
- **Medication review**
- **Diabetic shoes**
- **Durable medical equipment**
- **Education**

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**Questions. Comments.  
Great ideas. You know what to do.**

**Gabe Trahan**  
**[gabe.trahan@ncpa.org](mailto:gabe.trahan@ncpa.org)**

**Bri Morris**  
**[bri.morris@ncpa.org](mailto:bri.morris@ncpa.org)**