

easy solutions for pharmacy

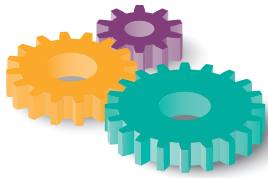


# IdeaSeries

generate traffic  
build patient loyalty

top **5** strategic  
retail programs





# Thanks. Come again.

Five easy-to-implement and manage strategic retail programs that can help generate pharmacy traffic and build patient loyalty



## 1. Discount Generic Prescription Drugs

Pharmacies that choose not to implement such a program risk losing a substantial potential customer base – as much as a quarter of adults in America have used discount generic prescription drug programs – that could be bypassing your business for one that offers lower cost generic prescription drugs.

Establish a discount generic program by offering a menu of generic prescription drugs in set quantities for a low, flat price. New and current customers alike will benefit from less costly medications, while your pharmacy will reap the rewards of increased business and profits generated by more store visits.

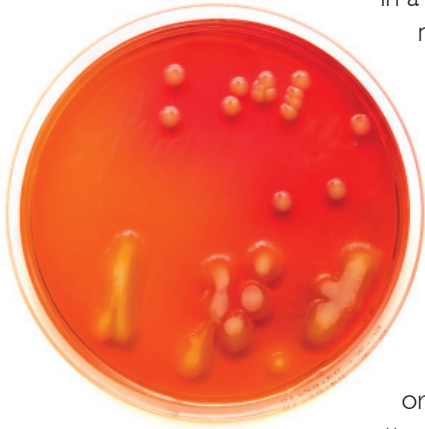
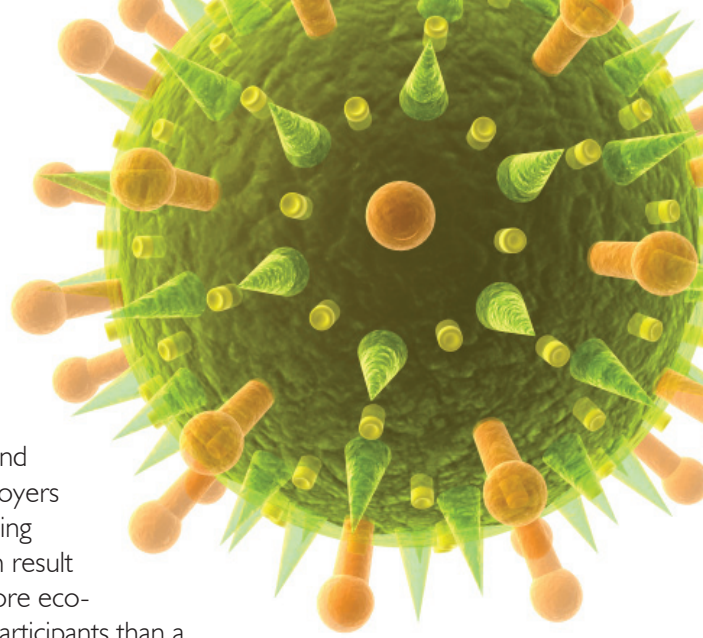
## 2. Life Event Recognition

One of the most straightforward and far reaching programs a pharmacy can easily implement – a birthday program – is designed primarily to reduce customer attrition. After all, despite what many may want you to believe, everyone has a birthday and nothing does more to create goodwill than letting loyal customers know that you care. Use available patient data to auto-generate a special birthday greeting and offer a celebratory reward.



### 3. Flu Immunization Partnerships

Over the past several years, retail pharmacies have become convenient and reliable channels for administering immunizations. Take advantage of this trend and expand your pharmacy's reach by offering local employers and community organizations with options for managing group vaccine programs. Programs like these can result in a healthier workforce, and are often more economical and less time-consuming for participants than a trip to the doctor's office.



### 4. Free Antibiotics

The status of antibiotics among modern medicine's most frequently prescribed medications makes free antibiotics programs especially popular and effective. Introduce an initiative to your pharmacy customers that makes available – for free – a pre-determined list of broadly used prescription antibiotics, such as amoxicillin or erythromycin, in common dosages. Not only can such a program attract new customers and reward loyal longtime customers, but it can also help cash-strapped families better manage rising healthcare costs.

### 5. Free Prenatal Vitamins

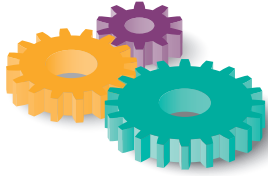
Specialty programs offering certain leading brand prenatal vitamins for free have become increasingly popular among customers with growing families. Many members of the medical community have long believed that these supplements play an important role in preventing certain birth defects and contribute to healthier pregnancies overall. In addition, physicians have begun prescribing these vitamins more frequently during the months leading up to a patient's attempt to conceive.

Such programs, complemented by other previously mentioned generic discount drug and free antibiotics programs, can generate more profit for your pharmacy by maintaining your valuable customer base, while attracting new customers in search of more affordable prescription drugs.



**Emdeon SelectRx SRP™ can help.**  
Read on to discover more...





IdeaSeries | Emdeon SelectRx SRP

Regardless of the programs you choose to implement, Emdeon SelectRx SRP is fully customizable to your needs. Build truly unique patient-based programs with Emdeon.

### Emdeon SelectRx SRP™

Emdeon SelectRx SRP (strategic retail programs) supports a wide variety of specialized programs by making them easy to implement and manage. A series of pricing, compliance and administrative edits on specific claims enables various financial/discount logic, as well as product and patient eligibility criteria, to be administered by your pharmacy.



**Discover more.**

Emdeon offers no-cost consultations to identify and build custom solutions that will meet your business' unique needs.

Call **877.707.0024**, for more information.

With our specialized claims adjudication solution, you will be able to offer patient-based programs that match eligibility requirements in real time. These eligibility checks are based on a customer-provided patient eligibility file that is updated as needed throughout the program.

Additionally, Emdeon SelectRx SRP may be configured to invoke specific actions based on formularies your pharmacy provides. Once the initial product eligibility file is loaded by Emdeon, your pharmacy is provided access to a web interface for day-to-day management.

### Getting your programs started is simple...

Emdeon collaborates with your pharmacy to determine what program types will best meet your specific business needs. Plus, a team of product and account managers offers expert advice throughout the process in order to establish the most appropriate requirements and action plans for your programs. Training documents are provided to make educating your participating stores much easier.

