Marketing Pharmacist Services:
*don’t sell yourself short*

By Tara Maltman-Just
B.Sc.(Pharm.) RPh ABAAHP FAARFM
Marketing Pharmacist Services

*don’t sell yourself short*

Faculty/Presenter Disclosure

- **Faculty:** Tara Maltman-Just

- **Relationships with commercial interests:**
  - **Grants/Research Support:** Not Applicable
  - **Speakers Bureau/Honoraria:** Multiple associations previously, including Alzheimer’s Society, Arthritis Society, Canadian Mental Health Association, Catalyst Smoking Cessation Program, Fibromyalgia Association, Parkinson’s Society Manitoba, Tache Pharmacy, Erfa Thyroid, College of Pharmacy of Manitoba, Manitoba Society of Pharmacists, Canadian Society of Hospital Pharmacists, Canadian Pharmacists Association
  - **Consulting Fees:** Not Applicable
  - **Other:** Not Applicable
Marketing Pharmacist Services

don’t sell yourself short

Disclosure of Commercial Support

• No Commercial Support
Marketing Pharmacist Services

don’t sell yourself short

Mitigating Potential Bias

• Not Applicable
Objectives

1. Describe an innovative community-based non-dispensary Clinical Pharmacist Practice Model
2. Determining Value (Brand messaging)
3. Communicating Value (Marketing)
4. Learnings
5. Questions
Vitality Integrative Medicine: BUSINESS MODEL

• **Distinguishing Features:**
  - Full-time clinical practice
  - Focused on services, not products
  - Private, Fee-for-service
  - Comprehensive
  - Personalized
My Practice

• What…is Vitality Integrative Medicine
• Who…pharmacists can help
• How…it’s done
• Why…we see success
Vitality Integrative Medicine

- Business model
- Services
- Process
- Collaboration
- Billing
- Testing
- Monitoring and follow-up
Vitality Integrative Medicine: SERVICES

• Comprehensive Health Consultations
• Integrative Medicine
• Personalized Therapeutic Planning

Treating the person, not just the disease...
What....

Vitality Integrative Medicine is about

• Integrity
• Excellence
• Compassion
• Innovation

Our Founding Principles:
History

- Background
- Consultation Programs
- Integrative Medicine
- Previous Training
- Lifelong Learning
Who…
Vitality Integrative Medicine helps

• Demographic
  • vast & varied
  • certain commonalities
• There is a need
  • from Patients
  • from Allied Practitioners
  • from the Medical System
Vitality Integrative Medicine: PROCESS

• Steps:
  • Advanced Integrative Health Profile
  • Review
  • Consultation
  • Testing
  • Plan

There’s more than meets the eye!
Vitality Integrative Medicine: COLLABORATION

- Inter-pharmacy collaboration
- Inter-professional collaboration
Vitality Integrative Medicine: TESTING

• Tests from Manitoba Health (previous or new)
• Specialized Tests
  • e.g. 25-OH vitamin D3
  • e.g. Comprehensive Thyroid Markers
  • e.g. Genomics
  • e.g. GastroIntestinal Function
How…
Vitality Integrative Medicine works

• Personalized Therapeutic Plan
  • Prescription management
  • Evidence-based Natural Health Products
  • Nutrition
  • Life Strategies
  • Monitoring

Treating the underlying cause, not just masking symptoms…
Vitality Integrative Medicine’s
Personalized Therapeutic Plan

- Prescription Management
  - Med reconciliation
  - Med reviews
  - Prescription adjustments
  - Prescription monitoring
  - Drug-induced nutrient depletions

- Part 1 of Personalized Therapeutic Plan
Vitality Integrative Medicine’s Personalized Therapeutic Plan

- Natural Health Products
  - Interactions
  - Consolidated regimen
  - Evidence-based
  - Pharmaceutical/professional grade
  - Tailored to each individual’s personal health goals

- Part 2 of Personalized Therapeutic Plan
Vitality Integrative Medicine’s
Personalized Therapeutic Plan

- Part 3 of Personalized Therapeutic Plan

• Nutrition
  • Personalized Interventions
  • Meal planning
  • Correcting myths
    • e.g. fats
    • e.g. sugars
Vitality Integrative Medicine’s Personalized Therapeutic Plan

- Part 4 of Personalized Therapeutic Plan

- Life Strategies
  - Social supports
  - Spiritual supports
  - Common areas
    - e.g. sleep
    - e.g. stress

- Insomnia Swat Team
Vitality Integrative Medicine: MONITORING

- Follow-up
  - consultations
  - calls
  - emails
  - events
  - written reports

- Part 5 of Personalized Therapeutic Plan
Now, let’s go...
Determining Value

1. What do you do?
2. Who are you doing it for?
3. Why are you doing it?
4. How is it done?
5. Why are you the best person to do it?
Determining Value

1. What do you do?
2. Who are you doing it for?
3. Why are you doing it?
4. How is it done?
5. Why are you the best person to do it?
Determining Value

1. What do you do?
2. **Who are you doing it for?**
3. Why are you doing it?
4. How is it done?
5. Why are you the best person to do it?
Determining Value

1. What do you do?
2. Who are you doing it for?
3. Why are you doing it?
4. How is it done?
5. Why are you the best person to do it?
Determining Value

1. What do *you* do?
2. Who are you doing it for?
3. Why are you doing it?
4. **How is it done?**
5. Why are *you* the best person to do it?
Determining Value

1. What do you do?
2. Who are you doing it for?
3. Why are you doing it?
4. How is it done?
5. Why are you the best person to do it?
Communicating Value

1. Target Market
2. Outreach
3. Documentation
Target Market

1. Patients
2. Pharmacists
3. Allied Health Providers
4. Payers
Outreach

- Website
- Email Address
- Social Media
- Email Database
- Presentations
- Multimedia
- Promotional Materials
Website

- Your virtual storefront, to the universe...
1. Who we are, What we do, Why we do it, How we do it (*Bio, Services, Mission, Process*)

2. Contact Request

3. Event Calendar

4. Resources:
   - publications
   - links
   - FAQs
Email Address

- Professional
- Personalized
- Response time
Social Media

- Facebook
- Twitter
- LinkedIn
- Other
Email Database

- Consent
- Names
- Groups
- Frequency
- Personalized Content
Presentations

• Target:
  • Patient
  • Professionals
  • Students

• Partners:
  • Pharmacies
  • Advocacy Groups
  • Professional Associations
  • Corporate
  • Academia
Multimedia

• Print Media:
  • Weekly Health Column, Winnipeg Free Press
  • Newsletters for Health Associations
  • Professional Publications

• TV:
  • Spotlight
  • Local Morning Television

• Radio:
  • Talk Radio
  • Subject Matter Expert
Promotional Materials

- Business Cards
- Letterhead
- Posters
- Banners
- Decals
- Take-aways…

KEEP CALM AND CONSISTENT
Learnings

1. Challenges
2. Lessons
Challenges

- Confidence
Challenges

- Perception
What do you believe?
Challenges

tenacity

Go over
Go under
Go around
Go through
... but never give up.
Lessons

1. Think outside the box(-store)
Lessons

2.

“Find your limits, then **exceed** them…”
3. Get a good clock
Lessons Learned

4. Setting Your Boundaries
5. Celebrate your successes…

“Thank you. I’ve been waiting for someone to help me this way for decades.”

- sourced from a card written by patient, 2010 (personal identifiers omitted)
Lessons Learned

6. Keep the past in perspective
The Landscape is changing...

We're all at different seasons in our life.
Live in the moment...
The moment is now.