

PRESCRIBING FOR COMMON CONDITIONS

Tips for optimizing the service in your pharmacy



This guide is designed to provide you with helpful tips on optimizing the execution of this service in your pharmacy. With the right tools and strategies, you can make a positive impact on patient care while boosting revenue.

Tips for Promotion

Drive Awareness in the Pharmacy

- Display the POP provided in high-traffic areas to capture attention
- Order or download additional tools on the Marketing Toolbox to maximize impact, such as customizable posters and Facebook posts
- Educate team members to confidently explain and promote the service when interacting with patients

Drive Awareness in the Community

- Partner with local community groups or healthcare providers to spread awareness and drive traffic to your pharmacy
- Update your microsite with your appointment booking link (if applicable)
- If you have Instagram, film a short video of yourself promoting the service and post it:
 - Filming vertically is optimal for posting on your story
 - Make sure you film in good lighting (natural lighting is optimal)
 - Tag us so we can reshare your post:
@guardianpharmacycanada
@idapharmacycanada
@remedysrxpharmacycanada

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Tips for Workflow & Execution

Optimize Revenue

- Convert appointments into repeat patients by:
 - **Building trust through personalized care:**
Follow up with patients to check on their progress and provide additional advice or support. This will exemplify the local, neighbourly care they can expect from your pharmacy.
 - **Highlighting your differentiation:**
During appointments, remember to cross-promote other services and highlight the benefits of being a patient at your pharmacy. Explain how to easily transfer prescriptions.
- Maximize your service potential by regularly reviewing updates from your provincial pharmacy regulatory authority to understand changes in scope of practice, eligibility criteria, or approved conditions for prescribing.

Streamline Workflow

- Pre-schedule follow-up appointments during initial assessments
- Ensure your pharmacy set-up is optimized for the flow of traffic. Create a waiting area for people waiting for their appointment. Create a comfortable, private area to conduct assessments in.

Monitor Key Metrics

- Track the results of promotion efforts in your pharmacy. Note any changes in number of assessments per week or additional revenue earned, especially after the paid media campaign that runs from March 9 – May 3, 2026.

Useful Resources

- Visit the Marketing Toolbox for additional promotional materials
- Submit a custom local marketing request for help with promotion in your community
- Visit the Member Portal for relevant updates and resources