



# CREATING A WINNING CHANNEL STRATEGY: INDEPENDENT PHARMACY

**2015 DATES : May 5-6 and September 29-30**

Explore the opportunity at independent pharmacy. Discover how to work with drug wholesalers more effectively and execute your plan for impactful communication strategies to succeed in this 23,000-strong retailer channel.

## AGENDA

### DAY ONE | 4:30pm - 8:00pm

Time	Agenda item	Key topics covered
4:30pm	Store tours	Experience a firsthand visit to independent pharmacies with a guided walk-through along with HRG associates. Review the front-end including product assortment, promotional opportunities, and the pharmacy connection.
6:00pm	Dinner with HRG team	Get acquainted and set the stage for the educational session the following day

### DAY TWO | 8:30am - 4:30pm

Time	Agenda item	Key topics covered
8:30am	Welcome and introduction	Preview the agenda and invite attendees to share an overview of their company, role, and brands
9:15am	Consumer trends at retail	Consumer healthcare shoppers, attitudes, options, and emerging trends
9:30am	Independent pharmacy today	Size and scope of market, key strengths, formats
10:15am	Pharmacist influence	Discuss how recommendations influence purchases and how manufacturers can better equip pharmacists
<b>10:45am BREAK</b>		
11:00am	Category review process	Present the HRG category review and new item process along with discussion of category sizes/trends
11:45am	Category growth drivers	Updated findings from recent HRG review of independent pharmacy strengths and key category contributors
12:15pm	HRG tour	Introduce capabilities and resources that can bring value to manufacturers

### 1:00pm WORKING LUNCH : Lessons from the trenches

1:30pm	Drug wholesaler landscape	Market coverage, key players (national versus regional), core program coverage, and HBW emphasis
2:30pm	Preparation for success	From product readiness to the buyer's presentation deck, what you need to prepare for success at retail/wholesale

### 3:00pm BREAK

3:15pm	Communication options	Seven times, seven different ways – best practices to ensure your message makes an impact
3:15pm	One-on-one meeting	Business development and product consultation with an assigned HRG team member

Chief presenter, Dave Wendland, vice president and member of the HRG owners group, is a 20+ year veteran of the consumer packaged goods industry. Dave is passionate about optimizing the HBW retail experience. A sought-after speaker for industry conferences and corporate events, Dave always brings to the table dynamic and thought-provoking ideas designed to move your business forward.