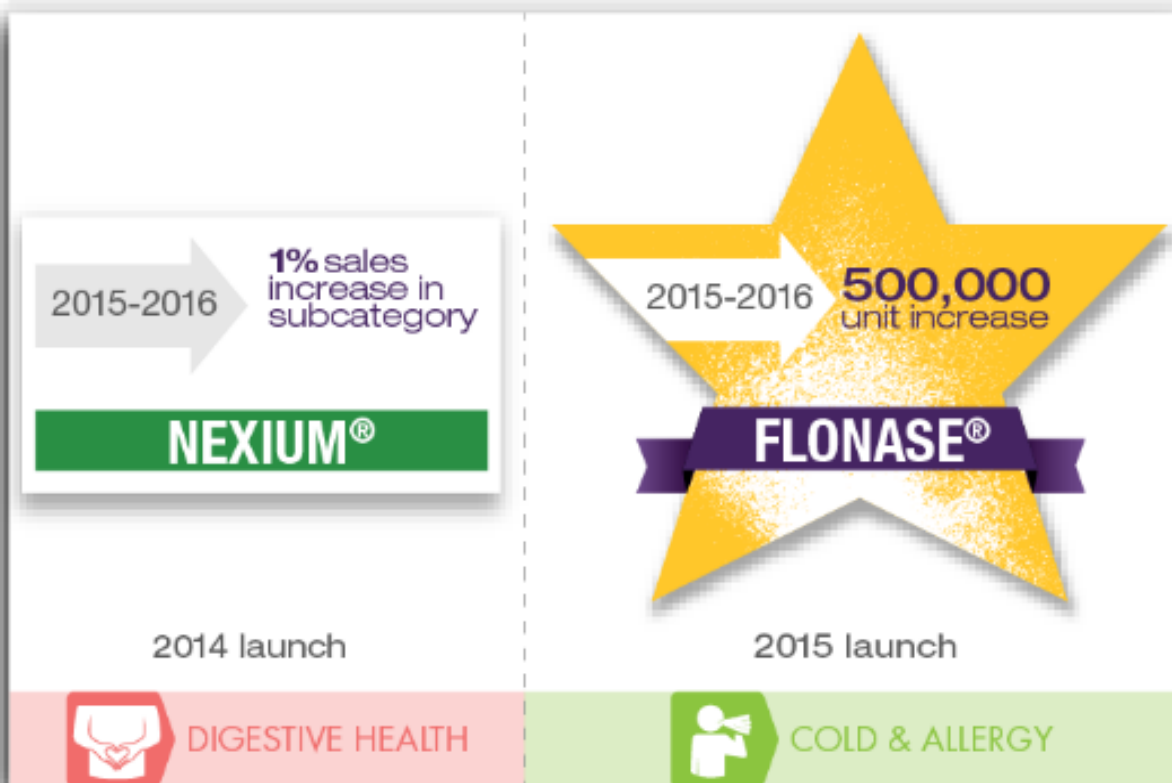




Subcategory Sales Impact Rx-to-OTC Switches

While most Rx-to-OTC switches are highly successful, there are some that don't make as much of an impact



What made one of these Rx-to-OTC switches more successful than the other? See Colleen's further analysis on our website.

[Click here](#)



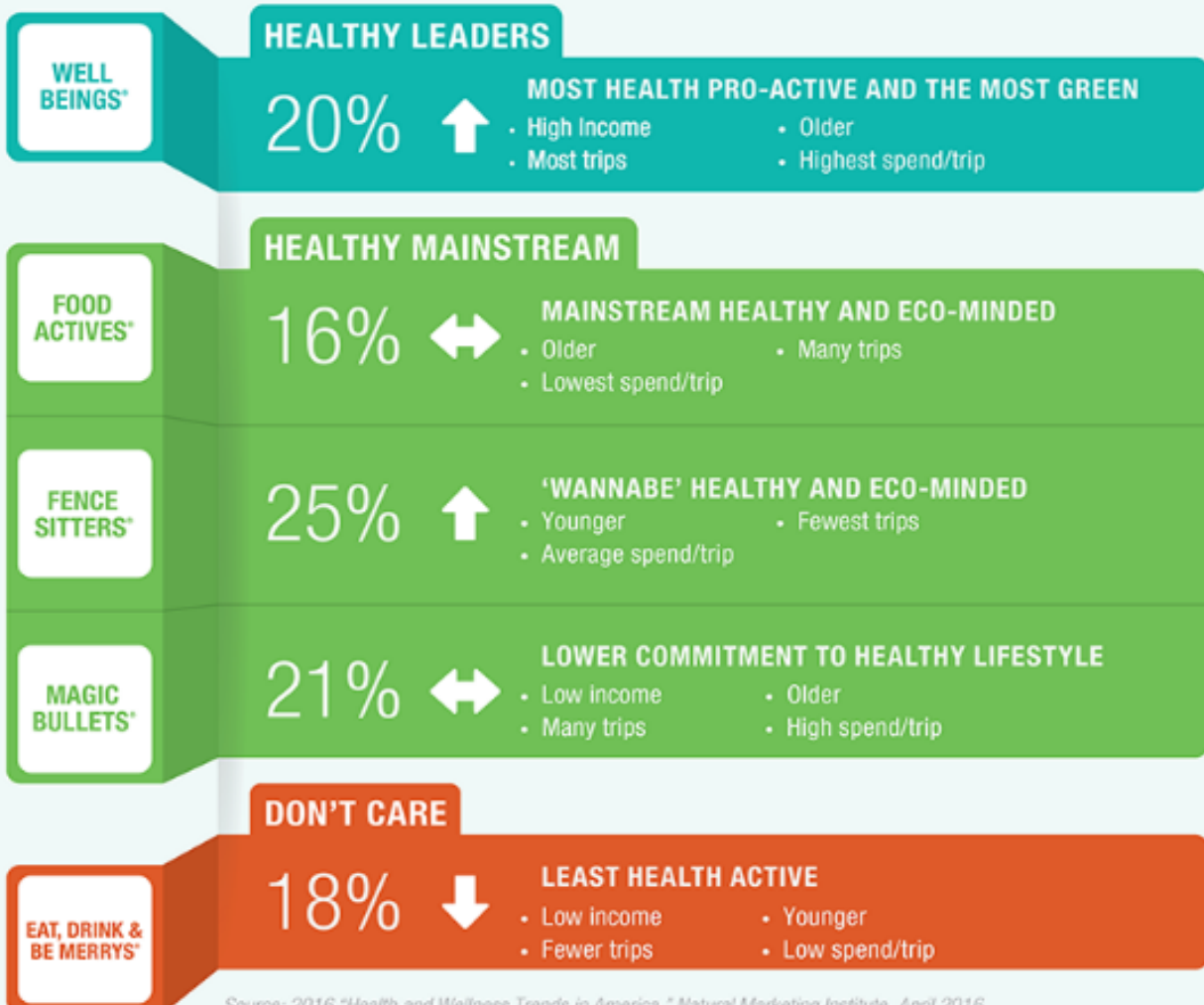
Where do you fit in the future of retail healthcare?

An excerpt from the recently published GMDC white paper, "[Home Health. Preparing for the Future of Retail Health Care](#)," authored by HRG

Consumers have become increasingly aware of the risks that increase the likelihood of long-term diseases and chronic conditions. Attention is not only being given to self-management, but also prevention. More and more people have come to realize that taking care of their own health and wellness can be costly while at the same time they recognize that with growing insurance premiums and co-pays, wellness is a far better alternative than costly hospitalization or long-term costs associated with life-long conditions.

Self care is not new; people have always taken an active role in their own health. What is different in today's environment is the attitude toward self care by policy makers, health care organizations, not-for-profit agencies, and frontline health care workers. A shift toward "consumerism" and implications of cost are driving the self care movement.

MORE PEOPLE ARE BEING PROACTIVE WITH THEIR HEALTH



Source: 2016 "Health and Wellness Trends in America," Natural Marketing Institute, April 2016

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From Concept through Commercialization: Getting you where you want to go

Wherever your product is in its life cycle, behind- and at-shelf details need to be thoughtfully considered and carried out in a specific order to give your product its best chance for success. You may be on the path of new product development, you could have an existing brand that you're looking to grow, or have a legacy product that you want to expand into new markets, or via a line extension. Wherever your brand is on its journey from inception to market basket, we can guide you through our proprietary [Concept through Commercialization™](#) methodology and IMAGINE product life cycle process to help you achieve your goals.

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