

# Assessing Your Home Health Care Opportunity

## Department Performance

This table will help you evaluate which front-end departments are performing well in your pharmacy and which ones could be better used for HHC. The first three rows offer examples to help you get started. Note that consumable products of all types typically afford a higher sales volume with a lower margin while durable items typically offer a lower sales volume with a higher margin. You might also consider offering certain HHC categories and/or products on a special-order basis only. This allows more flexibility in terms of space, and offers the potential to greatly expand the selection you are able to offer. The primary drawback is the loss of patient interaction with products pre-purchase and the visibility of products in the front-end.

Category	Current Size	Annual Sales %	Reduce/Remove?
<i>Gifts/novelties</i>	<i>32 feet</i>	<i>10%</i>	<i>Reduce to 24 feet</i>
<i>Baby care</i>	<i>12 feet</i>	<i>&lt;1%</i>	<i>Remove</i>
<i>School/office supplies</i>	<i>8 feet</i>	<i>2%</i>	<i>Reduce to 2 feet</i>
Baby care			
Cold/allergy			
Deodorants			
Diabetes care			
Diagnostics			
Digestive health			
Elastics			
Eye/ear care			
Family planning			
Feminine care			
First aid			
Foot care			
Gifts/novelties			
Hair care			
Hosiery			
Incontinence			
Oral care			
Pain relief			
School/office supplies			
Shaving			
Skin care			
Smoking cessation			
Vitamins/supplements			

