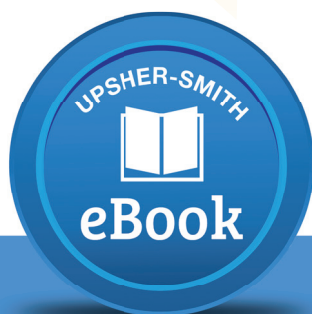


Promotional Event Planning

Made Easy.



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Foreword

As a family-owned pharmaceutical company since 1919, we recognize the importance of community pharmacists, who've been hugely instrumental in our ability to deliver high-value, quality therapies and solutions to patients. The roles you play as counselor, provider and resource within the local healthcare continuum are invaluable and set you apart from the national chains. But at the same time, you face the challenges of growing your business and increasing your profits.

This third e-book in our series, authored by Hamacher Resource Group (HRG), shares insights and ideas on how to effectively plan and execute a successful promotional event. Hosting or participating in events affords you opportunities to build stronger relationships with your existing loyal customer base while attracting new patrons to experience your unique points of difference.

We hope all three of these e-books have provided insights, ideas, and actions you can take to help your business thrive and succeed.

Jennifer Colvin, Vice President of Marketing
Upsher-Smith Laboratories, Inc.



“Without promotion something terrible happens... **nothing!**”

P.T. Barnum

Introduction

You may use a number of marketing tools to drive business to your store – price-driven sales or discounts, product-focused advertising, or featured item endcaps. Are you utilizing one of the most successful tools you have at your disposal – in-store events? Every once in a while you need to host an event to promote your unique services, capabilities, healthcare focus, and competitive points of difference. This e-book will help you navigate event planning, including tips, ideas, and examples.

Benefits of In-store Promotional Events

Retailers conduct promotional events for a variety of purposes. Although there are many reasons to consider hosting an event, perhaps the most compelling is to promote and bolster your image. After all, your image can help you attract new shoppers and build stronger bonds with your existing customer base. And your image is far more easily differentiated than your product mix.

A well-done, in-store event does more than just sell product; it attracts customers because there's something different, unique, and fun going on at your store. Events generate so much more than short-term excitement; they create a lasting impression, and – most importantly – an emotional connection with customers.

▶ TIP

Fostering this emotional connection fuels an important transformation – casual shoppers become brand advocates. It is this enthusiasm that then generates positive word-of-mouth about your pharmacy, your products and services, and your staff.

Events are also a great way to draw in Millennials, the second-largest demographic age group behind Baby Boomers. Not only “do 37% of Millennials claim to distrust big business according to survey data, but the nature of the shopping experience sought by twenty-somethings – sensory, shareable and less about finding a deal than participating in a social event – favors browsing over buying and those niche retailers that are able to create unique, immersive buying environments. That’s hardly the forte of the chain store.”¹

The reality is that competitors of all shapes and sizes are trying to woo your customers to their stores. If your event gives you another memorable point of difference, then you are far less likely to watch your clientele go elsewhere to shop. And you might even be able to woo your competitors’ customers to your store.

¹ Source: <http://www.forbes.com/sites/jmaureenhenderson/2012/03/20/fear-and-loathing-big-retails-beef-with-the-millennial-generation/>

Benefits of In-store Promotional Events

Nine benefits of organizing a well-planned promotional event:

1. **A New Point of Differentiation** – Promotional events can help you engage with customers in a new or different way and distinguish yourself from the competition.
2. **Stronger Relationships** – With promotional events, new and existing customers get to learn more about your business – not just your products and services, but also your community interests and team spirit.
3. **Sharpened Focus** – Just the act of developing an event calendar makes you a better marketer. And the more educational events you provide, the more your customers will rely on you as their wellness destination.
4. **Visible Community Support** – You're more actively involved in the community than your chain counterparts, so why not show it? Promotional events demonstrate your connection to the neighborhood, your familiarity with local events and your heightened engagement with residents.
5. **Free Publicity** – Promotional events, especially those that are promotional or educational, often attract the attention of the news. Coverage in the papers and on TV can help spread awareness – and excitement – about your store.
6. **Sales Lift** – Create promotional events based on a theme, and then bundle a set of products, services or programs around that theme to boost your sales. A theme could be a health-related topic or new service or program offering.
7. **Positive Word-of-Mouth** – Promotional events tend to draw pharmacy-only customers to other parts of your store. Give them a good experience, and they'll spread the word to their friends, neighbors and family members.
8. **Expand Staff Skills** – Just like your customers, your staff can fall into a routine and lose enthusiasm. Promotional events, therefore, can be a fun opportunity to broaden their responsibilities and re-engage them with the business.
9. **Test New Ideas** – Think of promotional events as a safe testing ground for any new ideas, products and services you may have. The rewards are high if your customers respond favorably, and the risks are low if they don't.

Defining Objectives and Managing Expectations

When you and your team are brainstorming potential promotional events, do not get trapped in the past by echoing the response, “We tried that 10 years ago, and it didn’t work.” Imagine instead how you can learn from past events and build the best event possible. All it takes is a fresh perspective, a positive attitude, and teamwork.

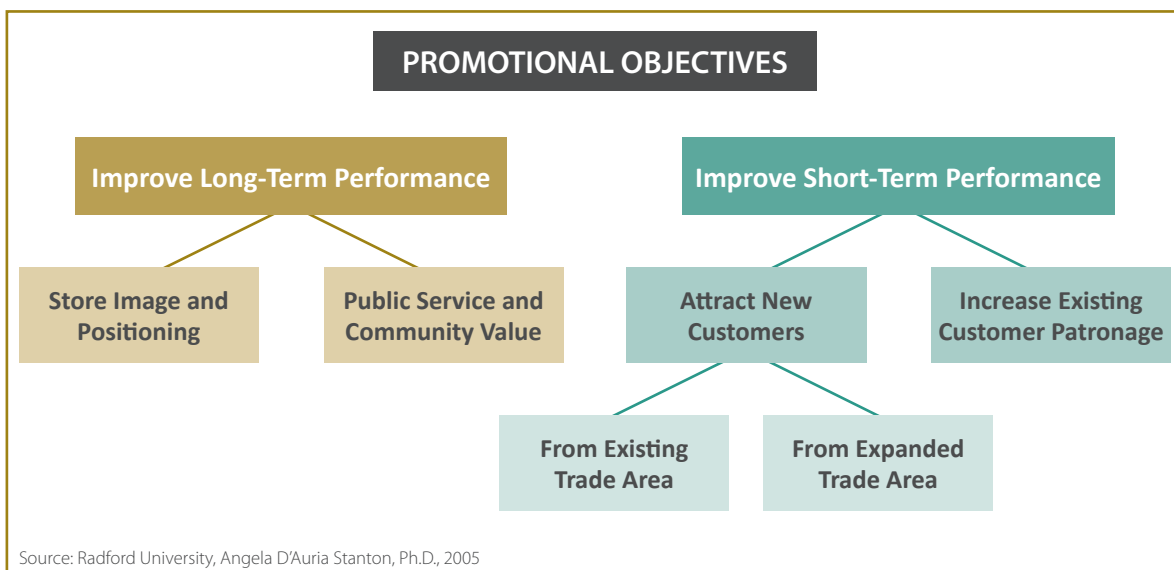
Once the decision has been made to conduct a promotional event, be clear on why you are doing it in the first place, because every decision after that should support your main goal. Then determine the specific objectives essential to having a successful event.

“A goal without a plan is *just a wish.*”

Antoine de Saint-Exupery

Here are several goals we have seen community pharmacies successfully reach.

- Reward present customers and strengthen relationships.
- Attract new shoppers and expand reach.
- Distinguish itself from local competitors.
- Introduce health and wellness service offerings to patients.
- Showcase unique services to area healthcare professionals (e.g., compounding, nutritional supplements, screening, adherence programs/med-synchronization, etc.).



Defining Objectives and Managing Expectations

A calendar that details when you plan to have events and assigning staff responsibilities associated with each one can help keep you on track—especially if you map out the entire year in advance. Post the calendar in a visible location as a reminder for everyone of what is upcoming.

▶ TIP

With so many other tasks to complete, you may think you'll get too busy to hold events or change out displays. Creating a promotional events calendar and involving your staff should help keep you on track to accomplish your goals.

To make your own event calendar, decide what you want to promote at your pharmacy each month. Maybe you want to offer 10 percent off smoking cessation products in January or promote vitamins and supplements during March, which is National Nutrition Month. Refer to the National Health Observances list in the Appendix for a complete list that you can build your event calendar around. Scheduling your promotional events ahead of time will help you plan stock needed, displays, signage, marketing and advertising, and other resources.

As described earlier, conducting a promotional event in your store is a great way to boost sales, introduce new services, attract new customers, and gain exposure in your community. It is also an ideal occasion to partner with other respected professionals in your area (physicians, alternative care providers, social service agencies, educators, law enforcement, business professionals, and others).

With effective planning, you can create exciting promotional event opportunities that will provide benefits well beyond that day.

Tips to creating a promotional planning calendar and preparing for the event:

- Look at the upcoming year and identify all national holidays, observances, and other known events that align with your goal.
- Identify the months where your in-store promotional event fits.
- Determine the type of event(s) you would like to conduct – educational, sponsoring a portion of a community event, product demonstration, etc.
- Define how you might promote it, and plan out the timing of the promotions.
- Outline the tasks that need to be accomplished prior to the event, timing, and potential resources.
- Book it! Refer to the 10-week planning chart described in the next chapter, Developing a Step-By-Step Plan.

Developing a Step-By-Step Plan

Planning is critical to the success of any outreach effort.

“If you fail to plan, you are *planning to fail*.”

Benjamin Franklin

Who

Who are you planning to invite?

Remember, a promotional event is not only a great way to reward and support existing customers, but it's also an excellent opportunity to attract new customers. Be very specific about the type(s) of individuals you hope to draw.

For example, if your plan is to cater to family caregivers, talk to those already visiting your pharmacy to get their ideas on how to reach others. You might also discuss your plan with social service agencies (e.g., Alzheimer's Association or Arthritis Foundation). Perhaps they can provide you with a list of individuals who could benefit from your event or help you advertise to their members.

When will the event be scheduled?

Are you planning an event to coincide with one of the National Health Observances (refer to the calendar of topics in the Appendix)? Or, are you scheduling an event around a major change of direction for your business? These types of events may include new service offerings (a new diabetic care center and specialty shoes; expanded home health care section; a broader assortment of natural products or locally-produced goods); a new dispensing robot that you have implemented; or the launch of a med-sync program to better serve prescription patients.

When

How

What is the best way to reach your intended audience?

If you're planning to invite a certain subset of your current customer base, then tapping into your own pharmacy records is a surefire way to build your contact list. In addition, consider bag stuffers, in-store signage, mailers, and one-on-one invitations during the normal course of business.

On the other hand, if your goal is to attract new or potential customers, then you need to work a bit harder. Look for other area businesses that may already be serving your desired audience, and collaborate with them to spread the word. You can also seek support from area healthcare professionals, social groups, and media sources.

Developing a Step-By-Step Plan

Promote

How will you promote the event?

Start with social media. It's free, and you likely have associates that can expertly maneuver the popular channels such as Facebook, Twitter, Instagram, and Pinterest to raise and broaden awareness. Traditional media (radio, newspaper, television) is also a consideration. How about an interview with the local TV or radio station on the topic you are focusing on? Or, think out of the box and consider billboards, transit advertising, church bulletins, restaurant menus or placemats, or even an employee in a sandwich board or costume outside your building.

What is the hook or draw to attract the audience?

Remember, if it is not a sale-driven promotion, your event should zero in on a specific theme such as a health-related topic or new service or program offering. The hook must be strong enough to compel guests to take part. It's important to describe in your marketing materials what patrons will be missing if they don't attend.

Attract

Resources

Are other resources required?

There are many moving parts to effectively managing a promotional event – whether it's large-scale or more intimate. Most importantly, know that you do not have to go it alone.

- Consider enlisting the help of a partner such as local businesses, local government agencies, area healthcare leaders, social service organizations, and media partners who share an interest in health and wellness to help you plan and promote your event.
- Meet with partners who will help coordinate your event to discuss responsibilities, timelines, and goals.
- Get your staff involved. Ask for their help recruiting volunteers, speakers, and/or local celebrities, and coordinating with community advocates.
- Develop new materials or adapt existing literature to distribute at the event.

Developing a Step-By-Step Plan

Staff

What staff needs to be involved in the event? What are their tasks?

After you have outlined your event idea, hold a staff meeting to discuss it. Share your ideas and invite your staff to contribute theirs. Outline the tasks, and let your team know what you feel the event will need to be a success.

How will measurement tools and metrics be established?

Although events should be viewed as investments, they should also provide some degree of measurable return. Obviously increased sales and profits during the event are very tangible measures and may be indicative of the event's success. However, other metrics should also be considered such as overall attendance and the number of new customers gained. Surveys, drawings, and loyalty enrollments are ways to capture these less tangible variables.

Return on Investment

Follow-up

Who will complete follow-up and how?

Although the event itself will feel like it is over in a flash, there is a great deal to do afterward. You don't want people to forget their experience, especially if it's a positive one. Have a plan for continued outreach to make sure you hang on to any new customers and reinforce goodwill built among current customers. Make sure you assign follow-up tasks to your staff. Share with them:

- How you plan to stay in touch with those that attended
- If you didn't meet your objectives, how you might meet them through follow-up activities
- How you will measure and report the results, specifically, increased sales, new customers, goodwill, etc.
- What worked well and what didn't
- Suggestions for next time – what you would do differently

Developing a Step-By-Step Plan

Example Planning Schedule

Creating an event calendar that spans an entire year allows you to prepare well ahead of time. As the event draws nearer, it's important to put the plan into action no less than three months out. Here's a quick planning schedule that can be used as a guideline:

Activity Description	Wk 12	Wk 11	Wk 10	Wk 9	Wk 8	Wk 7	Wk 6	Wk 5	Wk 4	Wk 3	Wk 2	Wk 1
Confirm event	●											
Meet with landlord, city council	●											
Name the event		●										
Assign staff responsibilities			●									
Align other partners			●									
Outreach to healthcare allies			●									
Reach out to wholesalers to determine support			●									
Determine giveaways				●								
Make arrangements with vendors for giveaways				●								
Check in on staff assignments				●								
Order bag stuffers					●							
Design marketing flyer					●							
Issue press release to local newspapers and media						●						
Start social media campaign						●						
Send email to customers						●						
Check in on staff assignments						●						
Create form, survey, or other tool to gather attendee information							●					
Review stock levels											●	●
Spruce up store											●	●
Pick-up snacks and beverages												●
Check in on staff assignments											●	
Get some rest!												●

Developing a Step-By-Step Plan

Remember, if you are conducting multiple events throughout the year there will be overlapping timelines. That's where teamwork can make a big difference.

Delegating Responsibilities

Executing a successful event is a team effort requiring activities before, during, and after. It requires a shared commitment, passion, and energy from you, and among partners and store staff.

To ensure that all the bases are covered, it is crucial that your event plan contains specific tasks assigned to key individuals. This doesn't mean you need an army of individuals; in fact, it is very common – and highly recommended – that team members have multiple responsibilities all working toward the common goal.

Delegating to your associates not only helps you, it helps them. The practice of taking an idea to completion is a growth opportunity for them. Position it the right way – as a chance to stretch their creativity and learn new skills – and your employees will regard it as a reward, not a chore.

To effectively delegate, here are key principles to adhere to:

- Delegate, but don't abdicate. As their leader you are ultimately responsible for your employees' results and must do what you can to foster their success.
- The associate undertaking the delegated task must have enough competence to complete the task to your satisfaction. If you are concerned about their skill level or how they will execute the task, ask them to talk you through it first. If anything needs adjusting, allow them to come up with solutions themselves, rather than giving them the answers.
- Delegated tasks must be SMART: specific, measurable, achievable, realistic, and time-bound. In other words, the objectives need to be clear so the associates know exactly what is expected of them.
- Provide associates full accountability for the entire task and give them authority to complete it.
- Successful completion of the delegated activity should be important to you and the team. When a member of the team carries out a task where he or she feels that performance really matters, it adds to his/her sense of achievement.
- Show genuine appreciation to the team performing the assigned duties. Recognition and praise are the strongest workplace motivators.
- Most importantly, it is essential that you let go, trust, and allow your staff to shine.

Delegating Responsibilities

▶ TIP

Developing job descriptions for team leaders and other associates will make delegating go much smoother. Clearly defining roles helps your staff successfully perform their tasks to produce the desired outcome for your event.

There are several roles that can be assigned or combined and given to staff members.

Theme

Responsible for defining the theme that supports the purpose of the event and overall value that will be brought to participants.

Marketing

Coordinates primary messaging. Should be able to describe the target market, what they will learn, and why they should attend.

Media

Identifies area media contacts for public relations efforts including press releases and invitations.

Props and decorating

Responsible for establishing the ambiance and setting the stage for the event with decorations, props, and other appropriate adornments.

Community outreach

Works with neighboring businesses, healthcare professionals, service organizations, and others to extend the reach of the event as appropriate.

Supplier

Contacts potential suppliers who can provide giveaways, product samples, and/or labor assistance.

Logistics

Manages the safe flow of visitors from the parking lot to the front entrance and into the pharmacy.

Follow-up

Develops and executes an ongoing plan to stay in touch with attendees, helping to extend the reach and goodwill long after the day itself.

Data analysis

Analyzes overall sales performance and inventory movement pre- and post-event from point-of-sale data and other essential information.

Measuring Results

Special events not only bring a sales lift, but they also bring residual benefits, such as new patients, bolstered relationships with other healthcare professionals, and increased visibility. Each of these requires a clear strategy, solid plan, and unique measurement.

For example, if your goal is to collect 250 new email addresses during the event, give a discount to first-time customers when they provide theirs. If your goal is to increase sales of a particular brand, promote the best-selling items in the line to bring attention to the entire range of products. If you set specific and measurable objectives from the beginning, you should be able to gauge how well you met them.

Tracking Media Coverage

If you are distributing a press release to the media, plan ahead of time to track your coverage. Search for news articles based on your specific search term(s) and a date range. Keep a record of what you find. Also, don't forget to monitor social media, including blogs, image-sharing sites, forums, opinion sites, Facebook, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary on your website and send your partners a link to any videos or articles.

Example Promotional Programs

Events come in all shapes and sizes. This section outlines several promotional events and programs that HRG has witnessed.

National Health Observances present an opportunity to educate the public and promote healthy behaviors. Listed in the Appendix are a series of month-by-month health-focused events that you could promote within your pharmacy.



MAY – National Physical Fitness and Sports Month

Regular physical activity is good for everyone's health – and people of all ages and body types can be physically active. National Physical Fitness and Sports Month is a great time to spread the word about the benefits of getting active.

Example Promotional Programs

Here are just a few benefits of physical activity you can promote.²

- Children and adolescents – Physical activity can improve muscular fitness and bone and heart health.
- Adults – Physical activity can lower risk for heart disease, type 2 diabetes, and some types of cancer
- Older adults – Physical activity can lower the risk of falls and improve cognitive functioning like learning and judgment skills.

Raise awareness about these benefits during an event this month. Here are just a few ideas.

- Encourage families to make small changes, like taking a walk after dinner together or going for a bike ride (perhaps sponsored by your pharmacy!).
- Invite teachers and administrators to provide tips and ideas to make physical activity a part of every student's day.
- Urge your community, health professionals, and families to work together to create opportunities for everyone to get more physical activity.
- Invite youth leaders in the community who can share your message and talk to their peers about the importance of being active.



MAY – Celiac Awareness Month³

May is an ideal month to hold a gluten-free event. The Celiac Sprue Association (CSA) sponsors Celiac Awareness Month in May, so you might consider a special informational lecture about the challenges faced by children with celiac disease, gluten intolerance, autism, attention deficit disorder (ADD), and other conditions.

Here are just a few facts about celiac disease.

- Celiac disease is an inherited autoimmune disease. The prevalence of celiac disease in first-degree relatives (children, parents, siblings) has been reported by numerous studies around the world to be significantly higher than in the general population, hence the need to screen every first-degree relative.⁴
- Nutrient deficiencies are often associated with gluten-free dieters⁵ thus this presents an opportunity to describe nutrients and multivitamins available in the pharmacy to support intestinal function.
- Pharmacists can be an invaluable patient resource to assist with identification of gluten-free products and over-the-counter medications.

² Source: Centers for Disease Control and Prevention, "Physical Activity and Health," June 4, 2015, <http://www.cdc.gov/physicalactivity/basics/pa-health/>

³ Source: National Foundation for Celiac Awareness, <http://www.celiaccentral.org/awarenessmonth/>

⁴ Source: National Foundation for Celiac Awareness, <http://www.celiaccentral.org/>

⁵ Source: Gluten Free Living, <http://www.glutenfreeliving.com/gluten-free-foods/gluten-free-nutrition/gluten-free-vitamin-guide/>

Example Promotional Programs

Here are a few thoughts for this event.

- Consider inviting an area chef to discuss gluten-free cooking.
- Schedule a local physician to cover gluten-health related issues.
- Promote the event through your local school district(s) and encourage school nurses and staff to attend.
- Align with an area testing lab for blood screening for celiac disease.



SEPTEMBER – Skin Awareness Month

Help promote the importance of protecting skin from the sun with skin care awareness promotions and educational support. It's a great time to offer consultations with a skin care expert, or set up themed in-store promotions to include sun blocks, sun umbrellas, and other "beach" items.

Consider these thought-provokers for a successful event.

- Invite a local dermatologist to provide skin screenings.
- Offer a photo-opportunity in front of a beach backdrop to include properly covered skin (e.g., floppy hats, zinc oxide, sunglasses, etc.).
- Provide customers with free testers of various skin care products.
- Hand out posters describing the importance of good hydration and a healthy skin care regimen (you could even have custom-made BPA-free water bottles as a giveaway).

Additional event ideas you can make your own:



Early store opening for loyal customers

Open an hour early one day a month, but especially during the holiday season, to allow your most loyal customers (or seniors, women, veterans, etc.) a chance to shop during non-traditional hours. Remember that 80% of your sales are likely generated by 20% of your shoppers⁶ – treat them like royalty.

⁶ Source: Pareto Principle, <http://www.forbes.com/sites/davelavinsky/2014/01/20/pareto-principle-how-to-use-it-to-dramatically-grow-your-business/>

Example Promotional Programs

Here are some ideas.

- Offer exclusive discounts and coupons during the event.
- Hold a drawing for a preferred parking spot near the door for the “customer of the month.”
- Bring in a local celebrity to sign autographs as a reward for your customers’ patronage.
- Arrange to offer reciprocal discounts at other locally owned businesses within the neighborhood.
- Consider partnering with a local bakery to bring in pastries...food is always a welcome addition!



Seasonal

- If you have a substantive gift and/or general merchandise section, invite shoppers in for a preview night of holiday gifts or decorations for Memorial Day, Independence Day, Halloween, Thanksgiving, Hanukkah, Kwanzaa and Christmas.
- Mark the transition from one season to the next with an event that showcases seasonal OTC, personal care, general merchandise, or gift items you’re adding or will be increasing stock of.



Community events

- Sidewalk sales – participate in local business sidewalk sales, which are a great opportunity to mark down slow-selling merchandise.
- Founder’s day – showcase the history of your pharmacy and its connection with the local community with events and special sales.
- Parades – invite spectators to your store beforehand for refreshments and a parade-themed giveaway. Prominently display pertinent products such as sunscreen, pain relief and digestive health treatments.



Health screenings and vaccinations

- In addition to offering health screenings and vaccinations as a regular course of business, organize events around these services to attract new customers. During flu season, host discounted or free vaccinations for kids on a Saturday morning for a couple of hours.
- Hold health screening events in conjunction with whatever National Health Observance is going on that month, such as blood pressure checks during Heart Health Month in February.

Example Promotional Programs



Health fairs

- Offer a health fair in partnership with other local healthcare professionals that ties in with that month's National Health Observance. Invite your partners to bring in a small table to showcase their products and services – especially those that overlap with your own.
- Hold a health fair centered on a particular category that may seem overwhelming to consumers such as vitamins and supplements, or a class of products where there may be a lot of misinformation, such as homeopathic items.



Targeted health educational sessions

- Educational sessions can be part of any special event you host. Enlist healthcare and wellness professionals to discuss your chosen topic. Have them go over treatment options, popular prescriptions, OTC remedies, and other relevant information that can aid patients' understanding.
- Offer educational sessions for seasonal concerns – for example, allergies in the spring and sunburns in the summer. Keep relevant products on hand (sun block for the former, allergy OTC medications for the latter) and provide prevention tips.



Open house

- Invite locals who aren't customers to an open house of your store. Give tours, offer refreshments, and introduce your staff.
- Invite current customers to a separate open house as a gesture of appreciation. Serve food and beverages and try to get as much one-on-one time with them as you can. Offer a drawing to elicit feedback about items they'd like you to stock, educational sessions they're interested in, and other ways you could better serve them.
- Schedule an open house to introduce a new service, pharmacist, or pharmacy tech.

Conclusion

Many small business owners seem to shy away from event marketing, thinking it is too costly or that it takes too much time. However, when executed properly, event marketing for small businesses can be a very effective way to attract new customers, generate sales leads, and forge new partnerships.

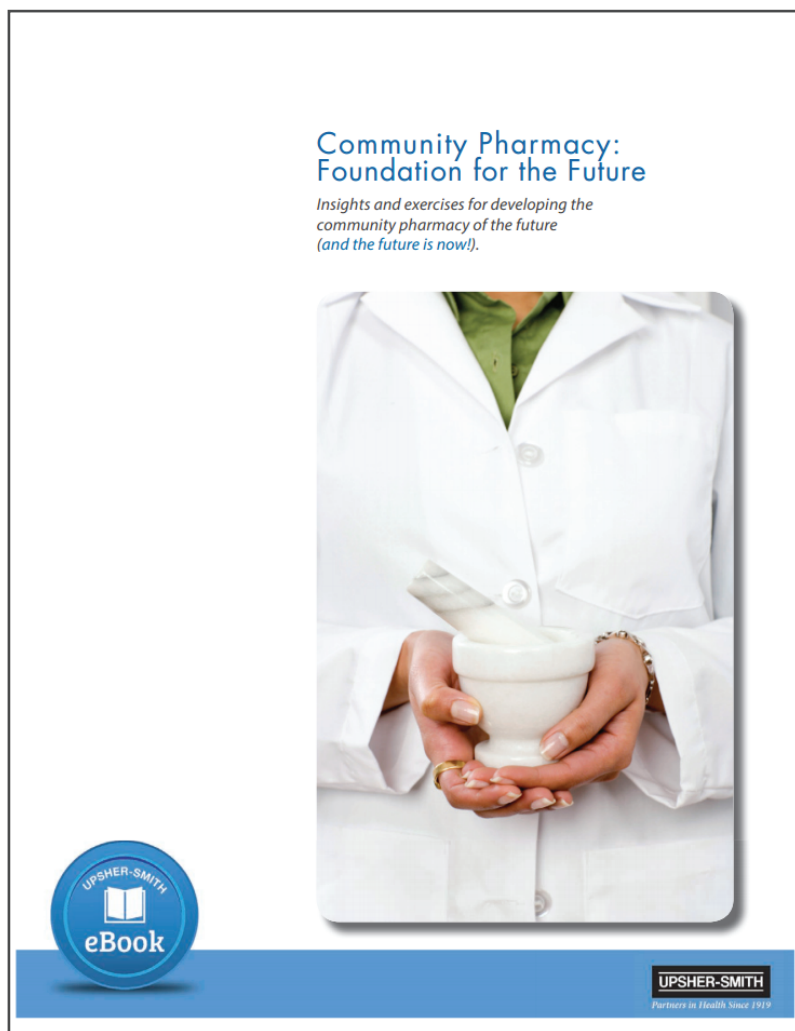
Remember, an event doesn't have to be an overwhelmingly elaborate affair. Many retail owners have found success planning simple, yet enticing events that don't cost a lot of money. Remember these secrets to planning a successful in-store promotional event.

- **Be creative.** Everyone, it seems, has a full calendar these days. So capturing the attention of people and getting them in the door is key. Think outside the box and be imaginative.
- **Create a buzz.** Your goal should be to plan an event that people won't want to miss. Generate buzz in your community in the lead-up to the event.
- **Spread the word!** An event is not much fun for anyone if nobody shows up. One of the keys to getting people to your event is getting the word out early and often. Tell everyone you know, and give them a legitimate reason to attend.
- **Follow-up.** Don't neglect your post-event follow-up. Two weeks after your event, send attendees an exclusive offer or coupon to remind them of their experience.
- **Have fun.** Keep your event upbeat and engaging. Your passion will show and it will be contagious.

Other e-books in the Series

Position your pharmacy for future growth

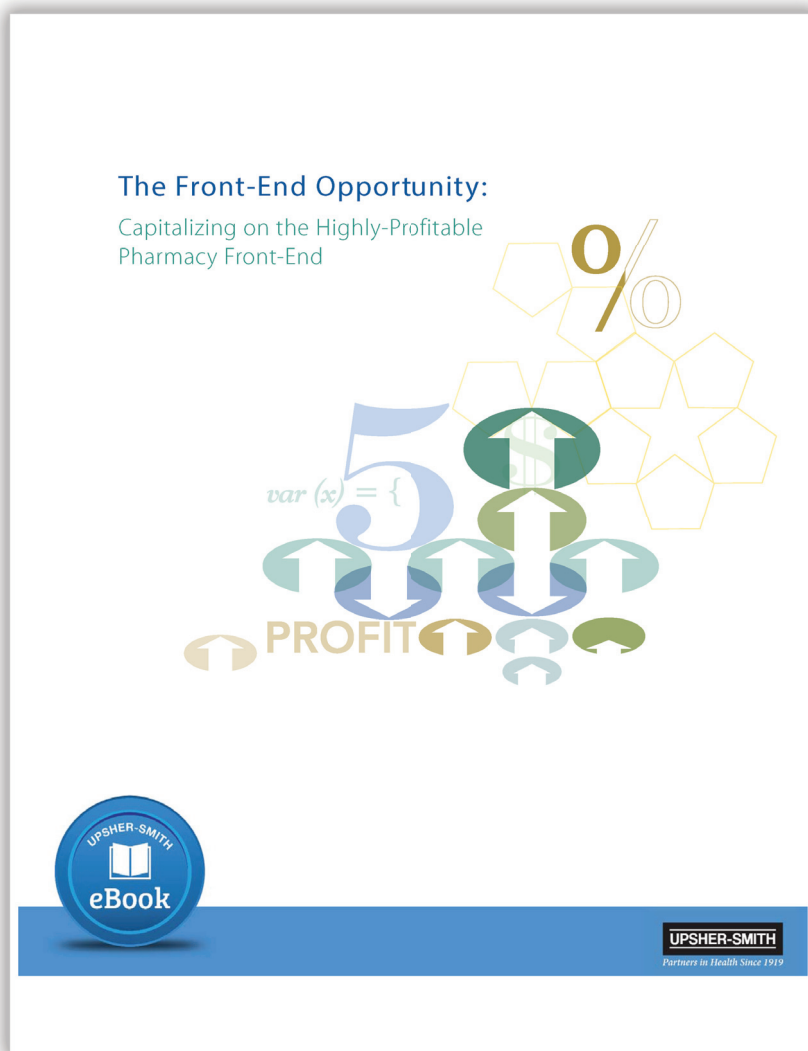
For additional insights into merchandising tactics, staff engagement, marketing strategies, and other exciting ideas to strengthening your pharmacy, please download [Community Pharmacy: Foundation for the Future](#), the first e-book in Upsher-Smith's free e-book series for community pharmacists.



Other e-books in the Series

Maximize the potential of your front-of-store

The second e-book in Upsher-Smith's free e-book series for pharmacists, [*The Front-End Opportunity: Capitalizing on the Highly Profitable Pharmacy Front-End*](#), offers the opportunity to examine the impact that small changes to front-of-store operations can have on your store's bottom line. Packed with exciting insights, *The Front-End Opportunity* is an essential resource for pharmacists. Download the e-book today!



About the Author

In 1980, Hamacher Resource Group (HRG) pioneered drugstore category management to help retailers and wholesalers optimize the independent pharmacy front-end. With our roots firmly planted in providing services to help independent pharmacies succeed, today we use that expertise to develop category management, marketing, and research solutions for the entire health, beauty, and wellness supply chain. We serve consumer healthcare product manufacturers, chain and independent drugstores, food, mass, convenience, dollar and online retailers, retail technology providers, and healthcare distributors. All of our solutions are developed with the same goal in mind: dynamically shaping the shopping experience for consumer healthcare at retail. Learn more at www.hamacher.com.

About Upsher-Smith Laboratories, Inc.

Upsher-Smith Laboratories, Inc., founded in 1919, is a growing, fully integrated pharmaceutical company dedicated to its mission of delivering high-value, high-quality therapies and solutions that include brands, and generics, as well as consumer products, such as AmLactin® skin care and Slo-Niacin® Dietary Supplement. For more information, visit www.upsher-smith.com.

The views and opinions expressed herein are those of the author (HRG) and do not necessarily reflect those of Upsher-Smith Laboratories, Inc.

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Appendix

National Health Observances

January

Cervical Health Awareness Month
National Birth Defects Prevention Month
National Glaucoma Awareness Month
National Radon Action Month
Thyroid Awareness Month
National Folic Acid Awareness
National Drug Facts Week

February

AMD/Low Vision Awareness Month
American Heart Month
International Prenatal Infection Prevention Month
National Children's Dental Health Month
World Cancer Day
Give Kids A Smile Day
Congenital Heart Defect Awareness Week
National Black HIV/AIDS Awareness Day
National Eating Disorder Screening Program

March

National Colorectal Cancer Awareness Month
National Endometriosis Awareness Month
National Kidney Month
National Nutrition Month
Save Your Vision Month
Workplace Eye Wellness Month
National Sleep Awareness Week
Patient Safety Awareness Week
National Women and Girls HIV/AIDS Awareness Day
World Kidney Day
National Poison Prevention Week
Brain Awareness Week

National Native American HIV/AIDS Awareness Day
American Diabetes Alert Day
World Tuberculosis Day
Purple Day* (increase awareness about epilepsy)

April

Alcohol Awareness Month
Irritable Bowel Syndrome Awareness Month
National Autism Awareness Month
National Child Abuse Prevention Month
National Facial Protection Month
National Minority Health Month
Occupational Therapy Month
Sports Eye Safety Awareness Month
STI Awareness Month
Women's Eye Health and Safety Month
National Public Health Week
Sexual Assault Awareness Day of Action
World Health Day
National Alcohol Screening Day
National Youth HIV and AIDS Awareness Day
National Infant Immunization Week
Every Kid Healthy™ Week
World Immunization Week
World Meningitis Day
Air Quality Awareness Week

May

Arthritis Awareness Month
Better Hearing and Speech Month
Food Allergy Action Month
Global Employee Health and Fitness Month
Healthy Vision Month
Hepatitis Awareness Month
Melanoma/Skin Cancer Detection and Prevention Month
Mental Health Month

National Asthma and Allergy Awareness Month
National Celiac Disease Awareness Month
National Osteoporosis Awareness and Prevention Month
National Physical Fitness and Sports Month
National Stroke Awareness Month
National Physical Education & Sport Week
Children’s Mental Health Awareness Week
North American Occupational Safety and Health Week
Hand Hygiene Day
National Women’s Health Week
National Women’s Checkup Day
National Neuropathy Awareness Week
HIV Vaccine Awareness Day
National Asian and Pacific Islander HIV/AIDS Awareness Day
World Autoimmune Arthritis Day
Heat Safety Awareness Day
National Senior Health & Fitness Day
World No Tobacco Day

June

Cataract Awareness Month
Men’s Health Month
National Safety Month
National Scleroderma Awareness Month
National Cancer Survivors Day
Men’s Health Week
World Sickle Cell Day

July

Cord Blood Awareness Month
International Group B Strep Awareness Month
Juvenile Arthritis Awareness Month
National Cleft & Craniofacial Awareness & Prevention Month
World Hepatitis Day

August

Children’s Eye Health and Safety Month

National Breastfeeding Month
National Immunization Awareness Month
Psoriasis Awareness Month
World Breastfeeding Week
National Health Center Week
Contact Lens Health Week

September

Childhood Cancer Awareness Month
Fruit and Veggies—More Matters Month
Healthy Aging Month
National Atrial Fibrillation Awareness Month
National Childhood Obesity Awareness Month
National Food Safety Education Month
National ITP Awareness Month
National Pediculosis Prevention Month/Head Lice Prevention Month
National Recovery Month
National Sickle Cell Month
National Traumatic Brain Injury Awareness Month
Ovarian Cancer Awareness Month Prostate Cancer Awareness Month
Sepsis Awareness Month
Sports Eye Safety Month
World Alzheimer’s Month
National Celiac Disease Awareness Day
National HIV/AIDS and Aging Awareness Day
Family Health & Fitness Day USA
Sport Purple for Platelets Day
Malnutrition Awareness Week
World Heart Day
National Women’s Health & Fitness Day

October

Eye Injury Prevention Month
Health Literacy Month
Home Eye Safety Month
National Breast Cancer Awareness Month
National Dental Hygiene Month

National Down Syndrome Awareness Month
National Physical Therapy Month
Sudden Infant Death Syndrome (SIDS) Awareness Month
Mental Illness Awareness Week
National Depression Screening Day
Bone and Joint Health National Awareness Week
Metastatic Breast Cancer Awareness Day
National Latino AIDS Awareness Day
International Infection Prevention Week
National Healthcare Quality Week
National Health Education Week
World Pediatric Bone and Joint Day
Respiratory Care Week
World Psoriasis Day

November

American Diabetes Month
COPD Awareness Month
Diabetic Eye Disease Month
Lung Cancer Awareness Month
National Alzheimer's Disease Awareness Month
National Family Caregivers Month
National Healthy Skin Month
National Stomach Cancer Awareness Month
Great American Smokeout
Gastroesophageal Reflux Disease Awareness Week
National Epilepsy Month*

December

Safe Toys and Gifts Month
World AIDS Day
National Influenza Vaccination Week

*These observances are not part of the U.S. Department of Health and Human Services list.

Source: A Federal Government website managed by the U.S. Department of Health and Human Services (<http://www.hhs.gov/>) <http://healthfinder.gov/NHO/nhoyear.aspx?year=2015>

