

Hamacher Resource Group, Inc.
N29W22769 Marjean Lane
Waukesha, WI 53186

IN.depth

independent pharmacy publications

Category Spotlight



june 2024



**growth drivers
& innovations**

WE NEED JUST **3** MINUTES!

As our industry changes and advances so do we. To provide you with the best and show continuous improvement we need your input!

1. **Do you find value in the IN.depth publication you receive each month from HRG?**

(choose 1)

- I do not read this publication or I am not familiar with it
- I glance at it and then toss it
- It is sometimes useful
- I often look at it but not every month
- I reference it frequently with staff and patients

2. **On average, how long do you keep the IN.depth publication?**

(choose 1)

- I flip through it and then throw it away
- I keep it until I get the next issue
- I keep them for several months to reference with patients
- I don't read this publication
- I don't receive it

3. **In addition to the ads, HRG content sections (Timely Topic, Did You Know, and Category Insight), and scannable barcodes, what components would bring more value to the IN.depth publication?**

(please rate 1-5: 1 = most valuable, 5 = least valuable)

- | | |
|---------------------------------------------|----------------------------------------------------------------------|
| <input type="checkbox"/> In-store signage | <input type="checkbox"/> Sampling opportunities |
| <input type="checkbox"/> Wholesaler codes | <input type="checkbox"/> QR codes linked to more product information |
| <input type="checkbox"/> Bag stuffer offers | |

4. **In specific, what type of content would you like to see or would you find value in?**

(select all that apply)

- Research-based or clinical studies
- Interview-style articles with brands or other industry partners
- Business management thought leadership
- OTC companion products to Rx side effects
- Patient-facing content
- More new-to-market product information
- Natural product information

5. **What format would you prefer?**

(choose 1)

- Electronic only, if offered
- Hard copy only
- Both electronic and hard copy

SUBMIT ANSWERS BY JULY 8:

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HRG

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*Nielsen, xAOC, 52 weeks ending 2/24/24, Sleep Aid Supplements; Nielsen, xAOC, 52 weeks ending 2/24/24, 5-HTP

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Find the 25+ Top Patient FAQs here: <https://bit.ly/30Uw45L>

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The group focuses on how to increase profits in the front-end of the store and includes topics such as:

- Merchandising
- Growth
- Promotion
- Customer service
- Planning
- Facility
- Management
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june 2024

OTC Female Contraceptives



Daily Oral Birth Control

Popular: Already ranks among the top 400 sexual health products despite launching only in January 2024¹



Emergency

Profitable: Top 3 products generate nearly 2.7x the sales of the total male contraceptives subcategory²

NOTABLE!

New patients can consult with their doctor before they start the OTC pill; however, it's not required to purchase the product

NOTABLE!

Emergency Contraception is currently legal in all 50 states; however, nine states have adopted restrictions²

1.Circana: Total US Drug, 52 weeks ended 3-24-24

2.Guttmacher Institute, Emergency Contraception, September 1, 2023 - <https://www.guttmacher.org/state-policy/explore/emergency-contraception>



timely topic

did you know?



Here are some endcap ideas for keeping seniors active:

Topical analgesics

Oral analgesics

Senior vitamins

Compression hosiery

Hydration products

Sunscreen

First aid supplies

Walking canes

Pill containers

Antacids

Allergy pills, nasal spray, eye drops

Anti-aging moisturizer

Gifts like gardening gloves, massage tools, and socks

Don't forget to highlight your services for seniors such as vaccinations, medication delivery, and MTM!

CONSIDERING A.I. TOOLS FOR PHARMACY

AI could help independent pharmacists enhance business operations, better serve customers, and stay competitive in a rapidly evolving health care landscape.

HERE ARE SOME POTENTIAL AREAS WHERE AI COULD ASSIST:

Customer Service:

Basic questions and scheduling

DSCSA Support:

Machine learning can be used to identify anomalies or potential fraud

Medication Adherence:

Enhancing the pharmacist's ability to effectively manage programs

Market Analysis:

Potential monitoring of competitors' pricing strategies

Telepharmacy:

Supporting pharmacy operations such as remote consultations and MTM

Health Care Connectivity:

Ensuring interoperability with the wider health system

Read more!

ncpa.org/sites/default/files/2024-04/APMAY24_TECH_IntelligenceBecomingArtificial.pdf

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	ACE KNEE BRC ADJ		HYLAND MNPS MN+SKN CAP 60CT		ST JOSEPH ASP COATED TB 36CT
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Upcoming issues:

July **Category Spotlight: Trends & Self Care**

Aug. **Category Spotlight: Cold, Flu & Pain Relief**

Sep. **Category Spotlight: Chronic Conditions**

Scan for Issue Archives



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NOTE: Items identified with a star rating (★,★★,★★★,★★★★) were objectively evaluated within the past 12 months by HRG's analysts in support of the national IN.store™ program. Never Outs® are part of HRG's IN.store™ program. They are the top-selling items within a subcategory, and should always be on a retailer's shelves, regardless of department size.

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