IN.depth

independent pharmacy publications

Category Spotlight june 2024







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

| Do you find value in the IN.depth publication you receive each month from HRG? (choose 1) | 4. In specific, what type of content would you like to see or would you find value in? (select all that apply) |
|--|--|
| I do not read this publication or I am not familiar with it | Research-based or clinical studies Interview-style articles with brands or |
| I glance at it and then toss it | other industry partners |
| It is sometimes useful | Business management thought leadership |
| I often look at it but not every month | OTC companion products to Rx side effects |
| I reference it frequently with staff and patients | Patient-facing content |
| | More new-to-market product information |
| 2. On average, how long do you keep the IN.depth publication? (choose 1) | Natural product information |
| I flip through it and then throw it away | 5. What format would you prefer? (choose 1) |
| I keep it until I get the next issue | Electronic only, if offered |
| I keep them for several months to reference with patients | Hard copy only |
| I don't read this publication | Both electronic and hard copy |
| I don't receive it | |
| 7 | SUBMIT ANSWERS BY JULY 8: |
| 3. In addition to the ads, HRG content sections (Timely Topic, Did You Know, and Category | Fax: 414-355-1032 |
| Insight), and scannable barcodes, what components would bring more value to the | Scan & Email: in.depth@hamacher.com |
| IN.depth publication? (please rate 1-5: 1 = most valuable, 5 = least valuable) | Take Survey Online: www.surveymonkey.com/r/H6R38M2 |
| In-store signage Sampling opportunities | 回藏禁器 |

QR codes linked to more

product information

Wholesaler codes

Bag stuffer offers

Thank you for your time!









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

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



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june 2024

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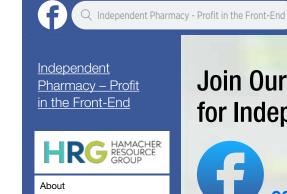
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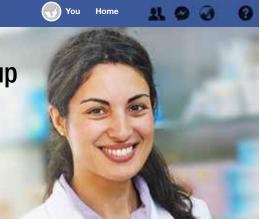


Discussion

Join Our Private Facebook Group for Independent Pharmacies



900+ Members and Growing



Come learn and grow from other pharmacies.

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

Merchandising

Planning

- Growth Facility
- Promotion
- Management

• Customer service

• Event ideas

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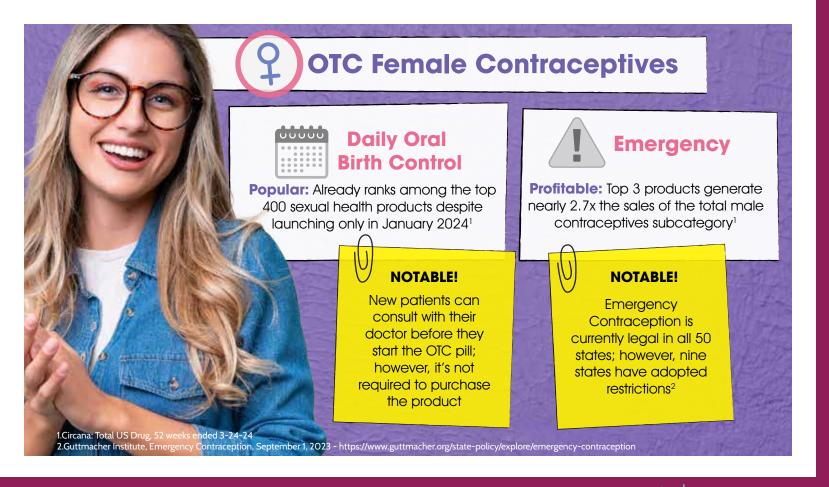
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timely topic

Oral analgesics

Compression hosiery

Sunscreen

Walking canes

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!

Here are some endcap ideas

for keeping seniors active:

Topical analgesics

Senior vitamins

Hydration products

First aid supplies

Pill containers



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

did you know?

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

Upcoming issues:

July Category Spotlight: Trends & Self Care

Aug. Category Spotlight: Cold, Flu & Pain Relief

Sep. Category Spotlight: **Chronic Conditions**









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NOTE: Items identified with a star rating (\bigstar , \bigstar \bigstar , \star \star) 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.

