There is a direct correlation between consumers who seek pharmacist advice & percentage of OTCs they purchase from independent pharmacies.

Data Nugget

Trust in the pharmacist encourages longevity of shoppers and increased number of personal care and OTC items they purchase at the retailer.

A great opportunity for consultation on complementary HBW items.

Patients trust their Pharmacist

Regardless of age group, the pharmacist is the most trusted advisor when selecting OTC medications, over doctors, the Internet, and family/friends.

Increase number of shopping trips results in higher percentages of OTC and personal care purchases.

What if an average of 1,173 prescriptions filled in a week also included a companion product sale?

A great opportunity for consultation on complementary HBW items.

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Leverage the trust and credibility of the independent pharmacist