



Trust in Pharmacists

Independent Pharmacy

Leverage the trust and credibility of the independent pharmacist

Pharmacists are in the **BEST** position to anticipate patient's **OTC** needs.

41%

of pharmacists stated they only make **1 to 5 OTC** recommendations a day

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

Rx

The average independent pharmacy dispenses

201
Rx per day

A **great opportunity** for consultation on complementary HBW items.

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

69%

of shoppers ask their **Independent Pharmacist** for **OTC information**

Rx

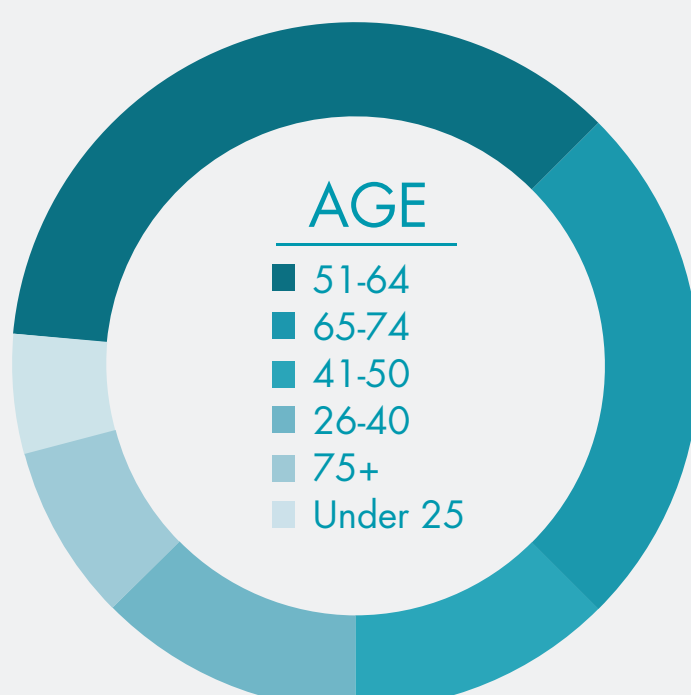
Patients trust their Pharmacist

48%

of shoppers named **"trusted relationship"** as a factor in the decision to frequent the independent; **only 19%** of pharmacists indicated **trust** as a factor why people shopped their store.

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

Who asks the pharmacist for OTC advice?



Data Nugget

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

Improve patient outcomes

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