

Marketing Fundamentals

Do you ever wish you had a better understanding of marketing, what it can really do, and how to actually do it? When you sign up for this course, you will learn how to become a world-class marketer for your practice. You will understand what marketing is and how to use it to build your practice. Using the lessons from this course, you will take away practical and thoughtful ideas to increase your business through the use of a highly effective and professional marketing effort.

Concepts

- *What is marketing and why it is important.*
- *How and why marketing influences people.*
- *Essential marketing concepts necessary to your practice.*
- *Why marketing is required to succeed in the modern healthcare industry.*

In Practice

- *Latest ideas, techniques, and methods of pharmacy marketing.*
- *How to reach patient and physician groups.*
- *How to communicate with your patients and practitioners to build relationships.*
- *Tracking, measurement, and testing of your marketing efforts.*
- *Using the media for public relations and advertising.*

You will learn how to market your practice and grow your business - attracting the right type of patient and building the most effective practitioner relationships!

Compounding Fundamentals

When you sign up for this course, you will receive the knowledge necessary to establish a profitable Prescription Compounding Practice. You will learn how to think about Compounding and how to work with Compounded Prescriptions from both business and clinical perspectives.

Concepts

- *Why a Compounding-Focused Practice is profitable.*
- *Why Prescription Compounding works for you, your patients, and your practitioners.*
- *How practitioners can benefit from Compounding.*
- *What it takes to integrate Prescription Compounding into your practice.*

In Practice

- *Current, popular areas of Compounding.*
- *Which Compounded Prescriptions work for which specialties.*
- *How to price Compounded Prescriptions.*
- *How to charge for Professional Services.*
- *What it takes to start your Compounding Practice.*

You will learn all the practical secrets and clinical gems about Prescription Compounding Specialties such as Women's Health, Men's Health, Pain Management, Veterinary Care, Otolaryngology, Podiatry, and many more!

Selling To Practitioners

You would be unable to practice the art and science of pharmacy without what you learned in school and gained from the countless patients you have helped throughout your career. Selling takes knowledge and experience, too. When you sign up for this course, you will learn the direct and specific techniques that build practitioner relationships and bring you their business. The learning and experience curve is condensed for you, allowing the most important aspects of practitioner selling to be taught conveniently. You would never consider practicing pharmacy without the proper education, nor should you consider selling to practitioners without it.

Concepts

- *Why practitioner relationships are important.*
- *How communicating with practitioners is different.*
- *What it takes to make and build a practitioner relationship.*
- *Ensuring Professional-to-Professional conversations.*

In Practice

- *Professional communication techniques for respectful, effective persuasion.*
- *Business development strategies and tactics.*
- *How to approach, have a conversation with, and ask for business from a practitioner.*
- *How to prospect for high-quality practitioners that match your practice goals.*

You will learn how to confidently earn referrals and increase your business through your actions!

Sterile Compounding

When you sign up for this course, you will gain understanding of the complexities and requirements for a successful Sterile Compounding Practice. This course specifically addresses the intricacies of both the business and clinical sides of Sterile and Aseptic Compounding.

Concepts

- Why Sterile Compounding can be a profitable and attainable part of your practice.*
- Dealing with the common objections and practitioner hurdles of Sterile Compounding.*
- What it takes to make Sterile Compounding a part of your practice.*

In Practice

- Current, popular areas of Sterile Compounding.*
- Which Sterile Compounds work with which specialties.*
- How to charge for Sterile Compounded Prescriptions.*
- Establishing your Sterile Compounding practice on paper and in your pharmacy.*

You will learn to start your successful Sterile Compounding Practice with knowledge of specialties such as Ophthalmology, Orthopedics, Pain Management, Women's Health, and many more!

Marketing Strategy And Tactics

Is your practice doing well, but you want to grow it to the next level of success? Do you wish you could be confident that your pharmacy would make money in your absence? Signing up for this course teaches the methods and resources necessary to graduate from small business owner to true entrepreneur. Take these practical lessons and immediately implement your knowledge to guide your business toward real growth.

Concepts

- *What the differences are between small businesses and entrepreneurial businesses.*
- *How to make money without the doors being open.*
- *Key indicators and tipping point of your business for self-reliance.*
- *Why trend forecasting and vision are essential.*

In Practice

- *Contemporary thinking and philosophies regarding marketing, business, and leadership.*
- *How to focus your entire organization on marketing and service.*
- *How to find and cultivate the most profitable patient and physician groups.*
- *What measurement and metric analysis can do to tighten operations and improve cash flow.*
- *Building a Global Micro-Brand through effective copywriting and design.*

Start your practice toward real growth by investing in yourself. This highly focused course is specifically for ambitious, visionary pharmacy owners with a desire for larger success!

Specialty and Consultative Pharmacy

You already have hearty knowledge and real-life experience working with Prescription Compounding. When you sign up for this course, you will learn more advanced methods for developing your Compounding Practice. This course will move you past your solid fundamental base of Prescription Compounding and into the world of Specialty and Consultative Pharmacy.

Concepts

- *Why Specialty and Consultative Pharmacy is profitable and important.*
- *How to illustrate the benefits of a Clinical Community Pharmacy to practitioners.*
- *How to move away from the competition by being a Specialty and Consultative Pharmacy.*
- *What it takes to integrate Specialty and Consultative Pharmacy into your practice.*

In Practice

- *Current, popular areas of Specialty and Consultative Pharmacy.*
- *Insight into advanced specialties and which Compounded Prescriptions work with them.*
- *How to price Specialty and Consultative Pharmacy products and services.*
- *How to create and charge for patient and practitioner education and information.*

You will learn all the in-depth angles surrounding Specialty and Consultative Pharmacy programs for Fertility, Infectious Disease, Transplant, Neurology, and more!

Customized Experiences

Would you like to learn more about marketing your practice or about how to grow your practice through Compounding? Are you looking to take your business to the next level of success or are you trying to grow an older practice? Pick and choose the course elements most relevant to you and your practice and roll them into the perfect match. Still need help figuring out where to start? Call us. We will listen to your goals, ambitions, and current position and then make some recommendations on what you could do next to build your Pharmacy Practice.

- *Integrate business and clinical knowledge into one program.*
- *Decide what mix of Marketing and Compounding lessons most valuably use your time.*
- *Focus on one specialty or bring an assortment of experiences to your practice.*
- ***Ask about the Street MBA™ program exclusively for Independent Pharmacy Owners.***

Popular Combinations

- *Marketing Fundamentals plus Compounding Fundamentals*
- *Marketing Fundamentals plus Marketing Strategy And Tactics*
- *Marketing Fundamentals plus Selling To Practitioners*
- *Compounding Fundamentals plus Sterile Compounding*
- ***And our most popular program... The Marketing-Focused Pharmacy*** - combining Marketing Fundamentals, Compounding Fundamentals, and Selling To Practitioners wrapped up in a two day experience with three days of on-site, field training. It is everything you need to start making an impact on the bottom line of your Pharmacy Practice in one easy package!

Pick the courses you want and we will develop a customized program to meet your time and budget requirements!