

Getting ready to **open your** pharmacy doors

How to set up your store
for success



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Designing Your Store for Success

Creating an efficient, inclusive and welcoming environment

If you're building or refurbishing a space, you'll get to design your store from the ground up. However, if you're purchasing an existing pharmacy, it's still important to evaluate its existing setup to determine whether there are design and layout improvements to be made.

Here are a few important layout considerations:

- Lay out the pharmacy behind the counter for maximum workflow efficiency
- Configure the front end of the store for proper product adjacencies; proximity to the pharmacy counter of products that require patient counseling, such as diabetic supplies, analgesics and vitamins; and ability to see all areas of the store and detect theft
- Make your store accessible and inviting to patients with disabilities by planning to accommodate walkers, wheelchairs and other mobility aids
- Evaluate existing space or create appropriate space for sponsored clinical services, immunizations, counseling, etc.

Additional environmental considerations:

- Add decor elements to make the store more inviting to shoppers
- Establish ownable and professional brand design and consistently apply to all interior and exterior signage

The [Retail Design](#) team is available to help you design your pharmacy for success. From making simple upgrades to overhauling your existing pharmacy or redesigning a new store or space, the Retail Design team can help you prepare for the future with flexibility and growth in mind.

The [Health Mart®](#) website provides helpful resources and support to help independent pharmacists configure a professional, inclusive and welcoming environment— including a franchise program with tools such as customizable décor and access to professional merchandisers, to give you a competitive edge right from the start.



The Day-to-Day Operations

Becoming well staffed, well stocked and well run

Consider pharmacy automation and security needs.

You may want to start by evaluating your short- and long-term automation needs. For example, if you are purchasing an existing pharmacy that is filling 150 or more scripts per day, you may want to request an automation study to determine the financial savings possible with automation. Or if you're looking for ways to make your store more inviting, you might want to give careful consideration to the music and messaging played in your pharmacy or on your hold system for callers.

And, of course, security is a component of automation systems that few pharmacies can do without. If an adequate security system is not already in place, you will want to carefully evaluate and select a security system that meets the needs of your store.

[McKesson Pharmacy Systems \(MPS\)](#) offers a range of highly functional products and services to support the automation and management of independent pharmacies. [Learn more about the automation solutions available from Parata Systems.](#)

Build a team of talented, trusted employees.

Your business plan should outline your staffing needs based on the services your pharmacy offers. If you are taking over an existing pharmacy, evaluate your staffing needs and the current staff to determine whether changes will be required. Consider meeting proactively with your employees to alleviate any fears they may have about your new ownership. Be sure to convey your specific vision for how you want the pharmacy to feel for patients and customers.

Employee benefits are also an important aspect of staffing and, if not carefully considered, a serious drain on your profitability. You'll want to determine what benefits you will be offering to your employees, or continuing if you are purchasing a pharmacy that already offers benefits; communicate these benefits clearly and in writing to avoid miscommunication. Your insurance broker can help you select an affordable, appropriate benefit package.



The Day to Day Operations

Becoming well staffed, well stocked and well run

Become part pharmacist. part retailer.

As a pharmacy owner, you are part pharmacist and part retailer. As a retailer, you may need to review systems and pricing matrices to determine what products to stock and how to price the merchandise. That includes evaluating the best mix of private-label products and brand-name products for your store. Visit the NCPA Ownership Workshop to learn more.

You'll also have to manage the sales operation and acquire the proper business systems and services, such as:

- Point-of-sale system
- Copier
- Fax machine
- High-speed internet
- Bank courier service
- Cleaning and maintenance service
- Telephone service
- Utilities
- Office supplies
- PTO, etc.

[Learn more about pharmacy management software and services.](#)



The Day to Day Operations

Becoming well staffed, well stocked and well run

Guide and protect your business.

There's no way to be in all places at once or guarantee things will always run smoothly. You can, however, create an operations manual to outline your pharmacy's policies and procedures and make sure you're correctly insured if anything doesn't go according to plan.

Insurance policies you might need:

- Professional liability
- Property and casualty
- Key person insurance
- Life insurance
- Healthcare insurance for yourself and your employees
- Disability insurance
- Car insurance if you have a delivery vehicle

Your operations guide may include the following:

- Days and hours of operation
- Dress code
- Staff responsibilities
- Frequently asked questions
- Opening/closing processes
- Safety procedures

Some owners choose to join a franchise like Health Mart that provides an out-of-the-box operations manual to get you started. If you're creating one yourself, check with the board of pharmacy in your state to see if they require certain policies and procedures to be documented.

[To learn more, visit the National Association of Boards of Pharmacy.](#)



Getting People in the Door

Developing a proactive marketing plan

Marketing involves promoting your business, services and products to your customers and the market at large. The best place to start is with a comprehensive marketing plan. Like your business plan, your marketing plan will change over time. You'll want to begin your marketing activities before your pharmacy actually opens.

Once you've opened the doors of your pharmacy, you may want to hold a "grand opening." Plan for this event to occur several weeks after you have actually opened to ensure that things are running smoothly.

Offer discounts on products or other incentives by reaching out to local referral sources like these, in person and/or by letter:

- Local prescribers
- Hospital discharge planners
- Senior centers
- Hospices

Use advertising tactics such as:

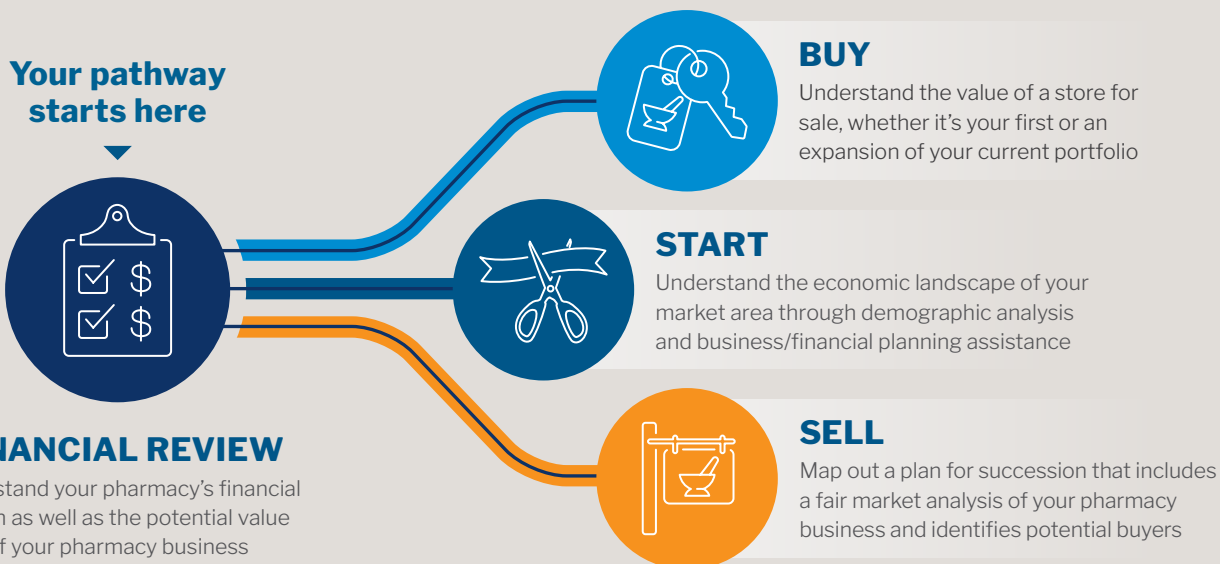
- Signage, banners, balloons
- Free wellness screening events
- Social media and rating sites like Facebook and Yelp
- A custom website

Marketing should be an ongoing process of communicating with customers, prospects and prescribers as often as possible. So, once you've established your presence in the community, continue your marketing efforts in order to keep your business top of mind.

Health Mart can help you plan and execute effective marketing programs for your independent pharmacy.

[Visit the Health Mart website for more information.](#)

No matter your path, **we're your partner**



Unlike other financial and succession planning resources, RxOwnership is a **no-fee, no-contract** resource designed to help pharmacy owners financially plan for the next step in their ownership journey, **regardless of wholesaler affiliation**. Whether you're interested in opening your first pharmacy, expanding, or closing your last, RxOwnership is here to help you adapt and grow your pharmacy business to accommodate ever-changing needs.

RxOwnership services include:

- Financial analysis to help your pharmacy remain sustainable and profitable
- Access to resources to understand pharmacy demographics, financing and loans
- Tools to get ahead of retirement plans and create personalized succession plans to maximize the value of your business

Join the conversation and connect with us!



Learn more at: [RxOwnership.com](https://www.RxOwnership.com) **Contact us at:** RxOwnership@McKesson.com | 800.266.6781

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