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Nicolle McClure: Welcome to the Pharmacy Marketing Simplified Podcast part of the Pharmacy Podcast Network. I am your host, Nicolle McClure, President of GRX Marketing. Today, we are tackling the subject of using video to market your pharmacy with special guest, David Pope. David Pope is a PharmD and a certified diabetes educator and is currently the chief of innovation and co-founder of Creative Pharmacists, a rapidly growing suite of businesses that bridges clinical pharmacy with the retail landscape. In addition, Doctor Pope is a clinical pharmacist at Barney's Pharmacy, an independent pharmacy located in Augusta, Georgia.

Nicolle McClure: He also consults for a variety of health care organizations, including the CDC, where he assists in leading the pharmacists' response to the eco virus, as well as smoking cessation efforts. His company, Creative Pharmacists, was recently commended by the White House for leading Zika response efforts through community pharmacists. Doctor Pope is also chairman of the board of the Creative Pharmacist Foundation, a charitable arm aimed at improving health disparities across the globe. Since starting his practice, his programs have been featured in the New York Times and in the Washington Post among others. His business, Creative Pharmacists, was named in the University of Georgia Top 100 most rapidly growing businesses in America that are graduate owned.

Nicolle McClure: Doctor Pope has been published in over 20 articles, including the cover articles in both drug topics and America's Pharmacists. He has served on key committees including the CDC's Million Hearts Initiative Committee, NCP's Patient Care Committee, and the Pharmacists Collaborative Committee on Pharmacists EHR. David, thank you so much for joining me today and welcome to the show.

Dr. David Pope: Nicolle, thanks for having me.

Nicolle McClure: Not only are you an expert in all those fields, but I also consider you an expert in marketing and have a great understanding in the need of evolving how you market your pharmacy as well. I wanted to talk to you today about using video for marketing pharmacy services.

Dr. David Pope: Great.

Nicolle McClure: Really, just kind of starting off in the last five years or so, I think we've really seen an evolution in how you can market your pharmacy. It used to be print was the king of the castle in the sense that a lot of people relied on newspaper ads

and whatnot. They would just kind of throw that out there and see what happens. Really hard to track that sort of thing, and then it moved into social, which as we both know is still very important part of your business. Now, we're seeing this evolve again into video, video that you can use on social media sites, website, in the pharmacy, that sort of thing. I think it's really something that you can't ignore. I don't think it's gonna go away, especially with the popularity of Facebook Live and those types of things. What are your thoughts on that evolution that we're seeing taking place?

Dr. David Pope: Nicolle, you bring up some really valid points. Pharmacists have certainly weathered the changing climates of marketing practice, that's for sure. It hasn't been that long ago that pharmacists used to use the power of the yellow pages to be able to outline the services that they provide and it actually worked. It hasn't been that long since we've done that, but my how things have changed. Now, today if you were to say that you utilized the phone book, advertising system, most of us would say, "Well, let's try another model because it's not reaching today's generation." Certainly, we have now turned to video in that regard. It's very simple in that is video ultimately tells a story.

Dr. David Pope: Again, I'm thinking back to the yellow page days whenever we had the bullet points that would say, here are the things that we provide at our pharmacy. It might be delivery or an immunization, whatever it may be. It ultimately couldn't tell the story. Now, you knew the story that a pharmacist, simply because again that delivery may have changed an outcome. Ultimately, leading to changing a life but yet, no one could know that within the power of that small box of a print marketing piece. Yet, with video there is now a way that we can not only say we offer a service, but you can also tell the story of the reason why you do what you do.

Dr. David Pope: It's interesting also just to see Nicolle that many pharmacies who once used to have these great bullet points of all the services that we provide because it was kind of simple to do. You could place that in the yellow pages ad and it would say all the services. Once that went away, we've kind of gotten away from telling the patients all of the services that we do provide. In fact, we've seen several studies that suggest that the majority of patients when asked what services do you provide at your pharmacy, the majority of patients simply don't know the services that you do provide.

Nicolle McClure: Yeah, I think that's an excellent point. I think they're afraid of either talking to the customer about these new services, because it's something new or different or they don't know how to explain it. Bubble packaging I guess comes to mind. They don't know how to tell customers that this is a service that can make you a lot more compliant and help with taking your medications, so they kind of just ignore it. Yeah, that sort of video can in a quick way help to tell that story.

Dr. David Pope: That's a really good example. Think of it in this way. Let's say we want to advertise bubble packing and packaging services for medications. Area number

one would be some print ad that would say at Acme Pharmacy we provide bullet point says bubble packing slash packaging services. That's one. The other option is this, that within an in-store video or on social media in the video portion that you could have a story that of a testimonial of let's say a middle aged person who says, "I take care of both my kids as well as my parents."

Dr. David Pope: I'm the sandwich generation, and I'm very busy with my kids. They're always busy in soccer or in after school activities. I just don't know how I have time to be able to help my mom and my dad who are getting up in age. They're not wanting to go to a personal care home, but yet whenever I went to Acme Pharmacy they told me that they could package my mom and dad's medications where again once a month, I would pick them up for them and every morning, they would just have to push out the blister pack and it actually could just give them the medicine that they need. That gives me peace of mind knowing that my parents are taking the right medicine at the right time. It honestly gives me my time back because I was having to go to their home all the time and fill up the medication, seven day packs as well on my own, and still worrying whether or not they took those."

Dr. David Pope: That's a tale of two marketing strategies. One I would argue is heavily weighted towards success versus the other, and the reason why is because we could tell the story behind a video. We didn't just say at our pharmacy, we offer bubble packing or delivery, but we could actually tell a story behind that.

Nicolle McClure: Mm-hmm (affirmative). Mm-hmm (affirmative). Just some stats that I've been seeing to kind of back up the more personal feel that you can give with video, and that is video appears in 70% of the top 100 search results and approximately 75% of people that watch a video are more likely to make a purchase or take action, which I think is a huge stat. Finally, Google and some of the other search engines love video. It's something that they're really putting into their algorithm as far as where a business shows up on their search engine results. Just another way to a pharmacy can compete in their market and differentiate themselves from their competitors is using video as a marketing tool.

Dr. David Pope: You hit the nail on the head. You have to in today's marketplace, utilize video in some way, shape or form, both from inside your four walls in your own pharmacy all the way down to social media. It has to be done. The question will be how do you get that information? Would you like to create that on your own? Certainly, that can be done but it also can be expensive to do as well. Also, you wanna make sure there's a high degree of excellence there. There's an excellence factor in that and so again, video is both powerful and needed.

Nicolle McClure: Mm-hmm (affirmative). For sure. I think there's really in my mind kind of two ways that you can use video and one is to more sell your services and the other is to kind of educate the customers. I guess I kind of wanna just break that down a little bit more. The first one is selling your business and services, some

examples can be highlighting new products in the store. I think just even showing your pharmacy and trying to sell somebody to come use you doing a quick video tour or a staff introduction or things like that or showing some of the services that you offer I think compounding is another thing that you could probably do a whole series on because I think in the marketplace a lot of people don't understand what compounding is. I guess what are some other ways that you think would be a good way for a pharmacy to try to sell their business through the use of video?

Dr. David Pope: We're all within the independent pharmacy sector, we all have things that we say differentiate us from the marketplace. In doing so, we need to be able to inform our customers or potential customers of the services that set us apart as well as ask for an engagement. Again, if we can both inform or educate them on a particular topic, let's just say as you mentioned earlier compounding for example, many people don't even know that there is a, they know that it may be a need of you say I'm middle aged and I may need hormone replacement therapy or I may be looking for an alternative to pain management from a traditional medication method there and I'm looking for something, there is an educational component that comes to it.

Dr. David Pope: One of the things that pharmacists can do is educate those around them and their surrounding neighborhoods and communities through video of the need as well as the availability of what you provide. Then, ultimately you can ask for their engagement. I'm a strong believer that at the end of a video, we should call the listener, those that are watching to do something, to take some sort of action. If this applies to you, then give us a call. We're ready and waiting for you in that regard. Again, a lot of marketing tactics go into that in that regard.

Dr. David Pope: We can talk about that, about what the phrasing of that should be but certainly, pharmacists can utilize video to both inform and spur engagement because the one thing that we also know is that the more that patients realize the clinical services are just services that you provide of what they do, and there's certainly a strong relationship between the number of services a patient uses for you, different services per se, and what we would call their stickiness factor. Again, whether or not they decide to jump to another pharmacy because of one cheaper price, they're less likely to jump to another pharmacy for let's say pricing if they are utilizing you, for say three or more services.

Nicolle McClure: Mm-hmm (affirmative). Yeah, you definitely bring up a good point where I think video can be used to position yourself as an expert in a community but then also show perspective customers and maybe even your own customers that it's more than just putting pills in a bottle and that's all we do here. It gives the complexity to what a community pharmacist can do, and all the roles that they can play in a patient's life and how they can help you beyond just medications.

Dr. David Pope: That's exactly right. Again, all of the major campaigns out there right now, if you look at the large companies of the world again, I pick on one. Delta Airlines, they

have a large campaign going on right now that ultimately again they could just say, "Hey, we offer great deals on flights. We will get you from point A to point B." Instead, what they do is that they say, "We move change." They have a whole video that talks not about the flight itself, about how it's easy to do but they honed in on the fact that people, once they got to their destination, were changing the world. They were again, helping someone in need. They were going to a third world country. They were doing those things, so the video allows us to go far beyond that bullet point and tell the story.

Nicolle McClure: Yeah, what a powerful thing to show, showing that is much more powerful than just using the words. I think too just beyond selling your business and the educational piece of it, you kind of touched on this earlier, customer testimonials, capturing those is very powerful to use as part of your marketing strategy. Then also, you can have fun with it. If you wanted to do a contest in the pharmacy for maybe an anniversary event or do a special giveaway, something like that rather than just typing that out, adding a video to it is gonna be much more impactful.

Dr. David Pope: That's exactly right. Certainly, because we are independent pharmacies and we live and work in the same community, we need to remain as local as possible. That's personalized marketing at that point. Again, videos that show the heart and the compassion of say some of your employees and what they're doing, again showing how the pharmacy is engaging someone with say diabetes and training them in videos such as that, again keeping that local approach is key because that is a strong strength of the independent pharmacist.

Nicolle McClure: Mm-hmm (affirmative). What's great about it too is like other social media avenues, it is trackable, so unlike a newspaper ad that you just put in there and hope that people read it, you can actually see how many people clicked on the video and watched it and if they liked it or didn't like it. From there, you can start to get a feeling for what type of services or information your patients are attracted to.

Dr. David Pope: You're right. Certainly, analytics is huge in following that. Again, you've already alluded to this study, but show again pharmacists certainly who are engaging in video, certainly see a greater engagement with their patients. Certainly, the good thing is is that it's not just typical marketing that we've had of days gone by of hey, let's put an ad in the yellow pages. You can't really track that very well unless you said hey, how did you hear about us? The good thing about video is that in almost every instance, you can measure that and you can measure the impact of what you have.

Nicolle McClure: Yeah, definitely. Okay, I'm a pharmacy owner and I'm listening to this and I'm in on video and so kind of the next steps are well, how do I actually go about doing one? I think there's a couple schools of thought there. I just wanted to get your feedback on that.

Dr. David Pope: Yeah, so the pharmacist who's listening today who says, "Okay, I get it. I need to do video. How do I get there? It sounds expensive. I don't have a film crew. What do I do? Do I call up the local news station and have them run an ad for me?" Things like that, again the good news is that the days of having to call up the news stations to do those things are over. Again, you can start very simple. You could record some video even on a phone because of the quality today and utilize that for social media, if that's what you'd like to do. The good thing is also is that there are resources available such as again, through the Creative Pharmacists TV app, where again there are others out there who can create the content for you again of the testimonials, of the stories, allowing you to keep from having the big burden of creating video. Again, that's not what we do as pharmacists.

Dr. David Pope: We again are in the health care space, certainly not in the film industry. Having said that, there's still a strong correlation of that, of being able to tell the story within the health care industry and so again, lots of resources available out there in terms of the creation of the content in that regard. Now, the final thing would be is where are you gonna display it? Once you have a video, what are you gonna do with it? There are several avenues. The one thing that I know for sure that Nicolle, you and your crew at GRX have a beat on exactly how to utilize those videos in every instance.

Nicolle McClure: Yeah, definitely. We work with our clients in posting them to their social media and then we'll write copy to kind of go with that video to help sell it. Putting it on websites and whatnot, so definitely a lot of resources. I know that you guys, at Creative Pharmacists, have come up with a great way to display it within the pharmacy because I think sometimes, we miss out as pharmacy owners of the opportunity of educating and selling to our current customers. We focus so much on getting new people that we forget about those that are already coming to us. I guess can you elaborate a little bit on the Creative Pharmacists TV program?

Dr. David Pope: Absolutely. Many listening today have a TV already placed in their pharmacy, most of which will display let's say a news organization, like a Fox News type thing where they're displaying that. That actually works pretty well. For those who are sitting down, just to watch, have some entertainment passes the time. Unfortunately, they also display competitors' commercials. While they're sitting in your pharmacy, they're watching competitors of the big box chains. Again, we wanna make sure that we empower these pharmacists with that personalized video that says, you know what? We'd rather actually that you shop in our pharmacy. If you're going to sit and listen and watch television, let's let it be a time where you can learn more about the services that we provide and ultimately, again ask for your engagement in that.

Dr. David Pope: We have something called Creative Pharmacists TV. It's actually an Apple TV app on the app store. It's completely wireless. It goes over your WiFi. We haven't met a pharmacy yet that did not have WiFi in their stores now. It all streams.

Again, all you have to do is just turn it on, sign in. What we do however is personalize those videos. What you won't see is this generic video that says for everyone in America, in all pharmacies it's displaying the same things. You offer unique things at your pharmacy that we don't at our pharmacy and vice versa. Therefore, we have a one on one session with each pharmacy and we ask them what services they provide, whether it's compounding, delivery, immunizations, kids' health, again hormone replacement therapy, you name it, pet meds ... the list goes on and on. We display videos that are tailored specifically for that pharmacy.

Dr. David Pope: Those include testimonials. Again, we have a host for testimonials that interviews patients. Again, we actually do have it banded towards the region of the country. Those in New Jersey don't have to hear someone with a strong southern accent like me or vice versa. Again, at the same time we also allow for those videos that each pharmacy creates as well. If you have some videos that you created, we can incorporate that into it as well. If you just want to say, "I need video today, and I want it video in my in-store, to take over my television," we can do that right away without any content creation by the pharmacist.

Dr. David Pope: If they decide, you know what I kind of want to make some both. I got some video capabilities and I'd like to create a video. I did have this one video I made one time that I'd like to be displayed. We can immediately pop that into the mix as well without any wires. The only thing it takes is an Apple TV. We'll send that right to you. You place that on the back of your television, and that's all it takes.

Nicolle McClure: Sounds awesome. Sounds like a great solution for the community pharmacist. Well David, any other points you would like to highlight on before we wrap this up?

Dr. David Pope: Absolutely. I guess my parting thought for today would be that pharmacy in the pharmacy landscaping is moving rapidly. Nicolle, you and I talk about this all the time about how it's moving so rapidly towards the clinical space of risk reduction within chronic care patients. The one thing that we want to have in lock step with the movement in change in pharmacy is with your marketing. Gone are the days of saying we're fast, we're accurate, we offer great customer service. Those are all given and expected in that point in time.

Dr. David Pope: I would challenge everyone on the call today to think about the services that you provide and how you market those services as well. One check would be just to walk outside your pharmacy, look at the outside, walk in to the counter. Is there anything in that pharmacy or any messaging that suggests a service that you provide, that you know about as a pharmacist because you own the pharmacy more than likely. Again, would a potential customer?

Dr. David Pope: I would take it one step further back and say okay, let me just act like I'm a customer for a day and check out your social media. Check out your website and see if there are any other clinical services that you're providing that you've told

anyone about. Then, when you've noticed that maybe there needs some help there in terms of that, again there's power in utilizing the partners of GRX Marketing as well as here at Creative Pharmacists. We'd love to be able to help. Give me those tools to get you there quickly.

Nicolle McClure: Perfect. Great way to finish up. Well, thank you again David for your time today. I really appreciate it. Think we covered a lot of great ground on how to start using video.

Dr. David Pope: Absolutely. Thank you for your time.

Nicolle McClure: Thank you for listening to another episode of the Pharmacy Marketing Simplified Podcast. Be sure to reach out to us at PharmacyMarketing.com for this and more ideas on how to grow your business. Have a great day.

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