

Marketing

your Medicare Part D expertise



Open enrollment is only the tip of the iceberg. With 10,000 baby boomers turning 65 every day in the U.S., every month of the year provides ample opportunity to grow your Medicare Part D practice.

Check out these **TIPS** to help spread the word among your patients.

CREATE moments

- Build loyalty in every interaction; train patients to consider you THEIR pharmacist.
- Fine-tune your workflow to include proactively asking patients if they fill any medications at another pharmacy, including mail order or specialty.
- Tell patients about all your services (auto-fill, specialty, compounding, delivery, immunizations, 1-on-1 medication reviews, etc.)

Catch patients early with an internal notification system to track birthdays. Software providers like iMedicare integrate with your pharmacy system to do this tracking for you.



Remember, you cannot push your patients toward a certain plan, but you can educate them about their options.

EDUCATE your patients

- Give pros and cons of plans based on their own prescriptions.
- Their prescriptions may change over time; put in a 'wild card' drug when you get them in to run a comparison among plans.

SHARE your knowledge

- It's no joke that the 'kids' aren't on Facebook anymore. Why? Because their parents *are*. Use your social accounts to provide useful information—not just to promote.
- Small newspapers are often looking for content. Offer to be a guest columnist. It will seem natural for your customers to seek you out as an expert resource.



Be where your senior patients are—health fairs, community activities. Encourage them to stop by for a consult.

And don't overlook traditional advertising.



You probably already reach out to your customers on a regular basis. Develop Medicare-specific communications to let patients know you can help them choose the best plan for them...

(something the box stores don't have time to provide!)



PARTNER with a dedicated expert

- Share resources with a partner like iMedicare, including bag stuffers, stickers, posters, etc. But keep those materials off the counter and in a neutral zone to stay within Medicare marketing guidelines.
- Include your whole community with multilingual marketing materials, with a bilingual technician in your store, or with a bilingual community partner who can help you to counsel patients effectively.



SMARTFILL

PLAN your outreach. **EDUCATE** your patients.
CAPTURE the opportunity.
We'll show you how.

Visit us online at smart-fill.com/medicare to learn how you can attract and retain this valuable demographic.