

The Pharmacy Growth Programme: Templates

Here are some templates that will help you on the journey of enhancing your pharmacy business performance. These look at services, link sales (one more thing), targets and goals (make it happen).

Services

| Service | Who (groups) | Why they need it | Benefit to them |
|-------------------------|--------------|------------------|-----------------|
| Flu vaccination | | | |
| Smoking cessation | | | |
| Blood pressure monitors | | | |
| MUR | | | |

One more thing

Set the objective to offer one more thing to every customer and the target to sell one more thing to every third customer. Doing this will increase the items purchased by 30 per cent.

| Main item (script) | Condition | Link 1 | Link 2 | Link 3 |
|--------------------|-----------|--------|--------|--------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Targets

We all need something to aim for, as this programmes our brain to look for opportunities. It is best that team sets the target, but you must make sure it is achievable. The ideal target should be the best that can be achieved when everything goes exactly to plan.

Research shows that setting a high or low target works better than a flat target. So, for example, instead of setting a target of giving 10 flu vaccines a week during the flu season, set a minimum of seven and a high target of 12.

| Initiative | Now | Period | Min target | Ideal target | Achieved |
|------------|-----|-----------|------------|--------------|----------|
| MURs | 5 | per month | 8 | 12 | |
| | | | | | |
| | | | | | |
| | | | | | |

Make it happen

| Service | Who (groups) | Why they need it | Benefit to them |
|-------------------------|--------------|------------------|-----------------|
| Flu vaccination | | | |
| Smoking cessation | | | |
| Blood pressure monitors | | | |
| MURs | | | |

The biggest challenge for many businesses is making it happen. If you wait until the timing is perfect, you won't start, so just get started

Whatever happens when you try the above, we would like to hear from you. We like to share success and we like to help.

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