

# Pulse Survey Results

May 29, 2020

PCCA members participated in a recent survey to share how the coronavirus pandemic is affecting their pharmacies and how they are adapting their practices.

## The COVID-19 Impact on Business

**Group A**  
Increased by over 10%

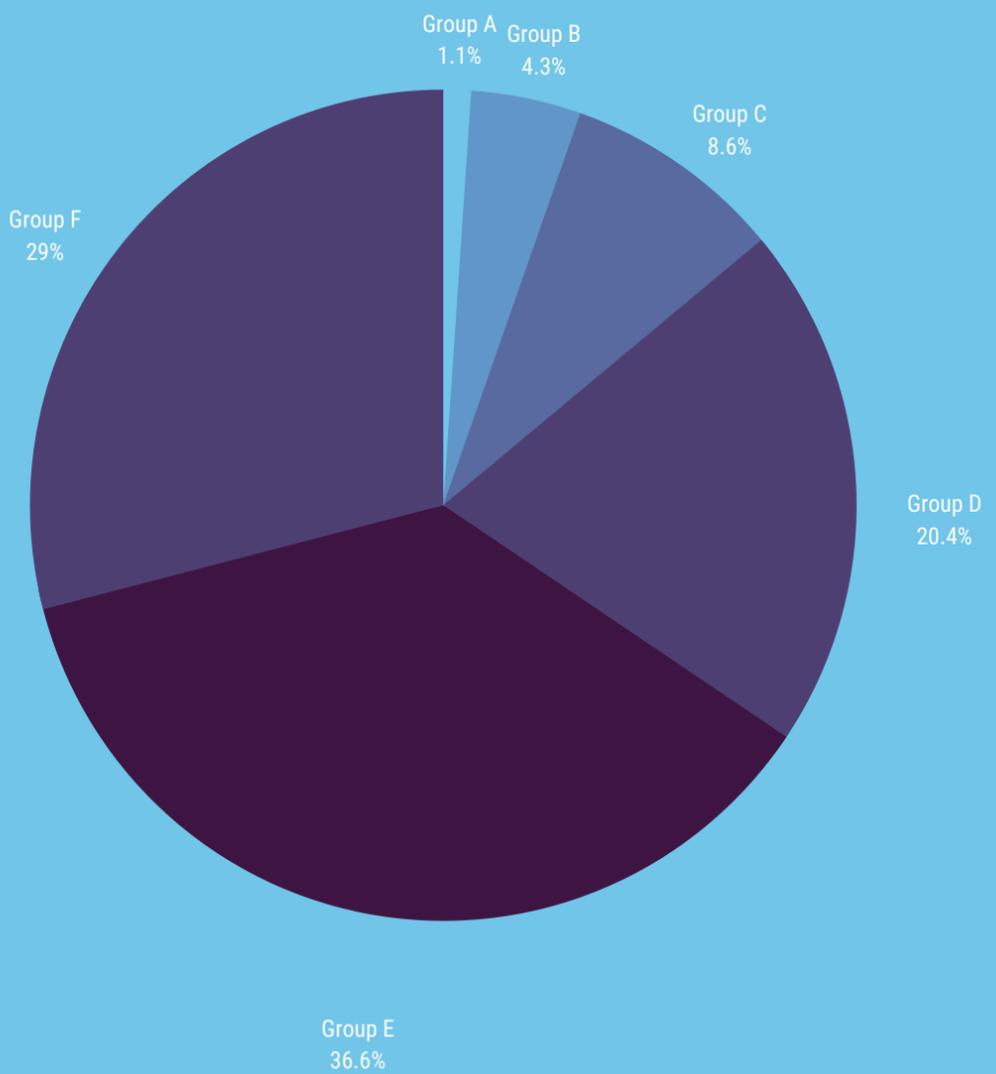
**Group B**  
Increased by 5-10%

**Group C**  
No significant change

**Group D**  
Decreased by 5-10%

**Group E**  
Decreased by 11-20%

**Group F**  
Decreased by over 20%



## Biggest Changes by Area of Specialty



70% or more reported a **NEGATIVE IMPACT** on retail/OTC, dermatology and dental



60% reported **NO IMPACT** on hospice prescriptions



23% reported a **POSITIVE IMPACT** on nutraceuticals and supplements

## 5 Changes Pharmacies Are Making Now and into the Future

**1**

### Patient Follow-Up Programs

Keep an open line of communication with patients through therapy follow-up calls and prescription refill reminders.

### Increased Social Media Presence

Use this channel to keep your doctors and patients notified of important communications and to humanize your pharmacy.

**2**

**3**

### Curbside or Drive-Thru Pickup

Protect your staff and your high-risk patients by offering these as options for prescription pickup.

### Virtual Meetings and Consultations

Offer these to doctors whose practices are closed to visitors, or to patients who can't come into your pharmacy.

**4**

**5**

### Personal Protective Equipment (PPE) Sales

Offer masks, gloves and other PPE products to increase your over-the-counter sales and help your patients stay safe.

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## Words of Advice from Your Peers

Look at your own individual geographic area to determine how to react and respond. If folks are angry about not working, and disrespectful of barriers and implementation of safety procedures, support your staff and keep your cool. Keeping the staff feeling supported and safe gives everyone an environment of purpose to do what is best. A bonus was appreciated. Team-building meals—even though eaten in shifts and at a distance—made work pleasant and not so strained. We have had schools begging for us to take students that have had their APPEs canceled and needed them to graduate. While a challenge, there is a lot that they can learn during this time about how a small business operates, staffs and responds to continuous changes. We hope they will remember this and build their professional network and learn to be an active part of their community. If nothing else, they will have learned how to make hand sanitizer!!!

This is somewhat a magical time to review and plan on how to come out the other side stronger and more prepared. We are drawing blood and doing Vibrant-America COVID-19 testing on 30 patients a day. Excellent opportunity to build new relationships and start the conversations about, "How is your immune function? Did you know that we can actually test your immune function?" Great way to turn these new patients into regulars buying a couple hundred a month in supplements. The patient becomes healthier and the math is pretty good for you.

Facebook Live has been helpful. We service a large area so we are on the phone for much of the day. That hasn't changed, but it has reinforced that we need to make every phone call or patient interaction special and try to establish a bond even though they are not here in person. We have been trying to utilize FaceTime and Zoom to reach our patients and further cement that bond. My employees have wanted policies on what to do, but so much of this changes quickly. We have just tried to do our best to protect employees and patients alike.

The general public needs their critical thinking pharmacist now more than ever. Always use caution and care in compounding prescriptions and suggesting immune support. Everyone is in a different place; remember to always put the patient first. Reach out to your champion physicians and offer support services for supplements, suggestions for compounds, and overall support for their services. Be grateful that your business is open and continuing to serve the public at such a critical time.

I have found that transparent communication with my staff has been very well received. Just letting people know that we are fighting for their jobs and that they are needed and appreciated AND protected via PPE, etc. We have also instituted some employee sharing during our morning meetings and that has also been awesome—no topic, just do a quick share about what is on your mind. No magic here, hope it helps.

Calling all your top 200 patients and asking if they are doing ok—if there is anything you can do for them. Make them aware that you ship and any special deals they can get by doing a larger volume while shipping. It has been very well received. We also sent out a newsletter via e-mail to the top 200. It advertised nutrition and gave an update on how we are doing. This, too, was very well received.

While doing the parking lot shuffle as the cars were stacked up in the drive-thru, it really helped to have staff go out like car hops and get the names and ask for any additional items they may need. When they got to the window, everything was already in line and ready just to finish at the register. It saved a lot of time.

Protect your workers and yourself first; otherwise we can't help anyone else. Look at how your business model needs to change/adapt to the future. Address current spending habits and adjust accordingly. Save, save, save funds for future occurrences like this one.

Customers must wear masks. They must also use hand sanitizer upon entering the store. Limit the number you let in. Use tape on the floor to mark spacing/positions. Consider staying with a curbside option for customers that don't want to come inside.

Apply for PPP loan, if you haven't already. Look for other grant opportunities with your local Chamber of Commerce or city. Take advantage of marketing opportunities on social media to show how you are accommodating your clients now.

Every person who calls your pharmacy is a potential customer or buyer. Always gave great service, even more attentive now. Listen to your patients: They will ask for things that can lead to new prescriptions or supplement sales.

Hunker down and don't be cheesy. This time will pass. Raise prices since cost of doing business has now gone up.

Work on social media presence. Make sure you remain as positive as possible around your staff. Look towards different ways to be charitable, if you can, outside of the hand sanitizer promotion [#CompoundingHandoff].

Increase the use of mobile app and internet prescription refills which would decrease time on the phone. If your pharmacy software has it available, it will drop into your work queue.

Immune enhancement seems to be very helpful in an otherwise unknown situation. We should also follow the guidelines of good hygiene, which should have been nothing new.

Be available to your PCCA family of pharmacists to help them help our customers. Always remember, we are all in the same boat. God Bless, and stay safe!!!

Think outside the box: Educate people on what they need, then provide that product, such as zinc, hand sanitizer, etc.

Stay positive and give patients the time on the phone to voice their concerns and answer their questions.

Keeping the team morale boosted is worth every penny during this stressful time.

Be adaptable. Seek new opportunities.

Take care of yourself, personally!

Yard signs promoting services.

We will get through this together! Keep fighting the fight.