

## Good Neighbor Pharmacy Champion Awards FAQ

The purpose of this document is to provide background and answer questions on the new *Good Neighbor Pharmacy* Champion Awards.

### Background

In recent years, the practice of pharmacy has broadened with a greater focus on specialized patient care, community outreach, and diversified solutions. Many pharmacies now serve as a healthcare destination within their community and deserve recognition for the unique ways they are caring for patients. To align with this shift, the new *Good Neighbor Pharmacy* Champion Awards recognize pharmacies that display leadership and excellence in the specialized areas of **advocacy**, **clinical care**, and **storytelling**. The awards are intended to honor *Good Neighbor Pharmacy* members who support the improvement and advancement of pharmacy practice and serve as an inspiration and education to their peers.

### What are the three *Good Neighbor Pharmacy* Champion Awards?

The three *Good Neighbor Pharmacy* Champion Awards are:

- **Advocacy Champion Award:** Recognizes a pharmacist/pharmacy owner who demonstrates unwavering dedication to advocating for independent pharmacy across all levels of government – federal, state, and local. This individual's advocacy efforts could include involvement with national/state pharmacy associations, attending advocacy events, inviting legislators to their pharmacy, and more.
- **Clinical Care Champion Award:** Recognizes a pharmacy that demonstrates compassionate dedication to patient care by adapting to the unique healthcare needs of their community and strives to improve outcomes through offering critical patient care services. This includes vaccinations, point-of-care testing, and other disease-state management services.
- **Storytelling Champion Award:** Recognizes a pharmacy that demonstrates relentless commitment to increasing awareness of their pharmacy and the unique products and services they provide to patients. This includes collaborating with local businesses and providers, optimizing online channels and utilizing marketing tools effectively to attract new patients, retain existing patients, and position their pharmacy as the trusted healthcare destination in their community.

### When is the nomination period for the *Good Neighbor Pharmacy* Champion Awards?

The nomination period will be from Monday, April 1 to Sunday, April 21, 2024.

### How do I submit a nomination?

You can visit [wearegnp.com/awards](https://wearegnp.com/awards) to submit a nomination.

### Will there still be the annual *Good Neighbor Pharmacy of the Year* Award?

The *Good Neighbor Pharmacy* Champion Awards will replace the *Good Neighbor Pharmacy of the Year* Award. The new awards allow us to better recognize pharmacies that go above and beyond in specific areas such as advocacy, clinical care, and storytelling, which provides *Good Neighbor Pharmacy* the opportunity to highlight those areas of excellence and inspire, educate, and energize current members.

### Who is eligible to be nominated for a *Good Neighbor Pharmacy* Champion Award?

*Good Neighbor Pharmacy* Champion Award recipients should be:

- *Good Neighbor Pharmacy* members who have been a member for a minimum of 12 months at the time of nomination
- Independent pharmacy advocates
- Trusted healthcare advisors
- Superior clinical care administrators

- Community leaders who conduct active outreach
- *Good Neighbor Pharmacy* brand ambassadors
- Exceptional business managers

### **What are the responsibilities of the winners?**

The winners must commit to the following promotional activities:

- Willing to have the *Good Neighbor Pharmacy* team spend up to two days visiting your pharmacy, video staff and operations, and capture photos
- Willing to send one pharmacy staff member to ThoughtSpot 2024
- Willing participate in ThoughtSpot 2024 general session, and select events and/or speaking engagements during the conference
- Willing to partner with *Good Neighbor Pharmacy* to share expertise with peers and patients
- Allow *Good Neighbor Pharmacy* to promote award winners throughout the year to peers and patients at national and local levels

### **Who can nominate a pharmacy for a *Good Neighbor Pharmacy* Champion Award?**

Pharmacy owners and staff members can submit a nomination for an award. To ensure the strongest submission, we highly recommend a pharmacy owner or staff member drafts and submits one response in collaboration with their field team (Business Coach, Sales Executive, Advertising Manager, etc.). This collaboration will maximize a pharmacy's opportunity for consideration by allowing for key insight, background, and details to be provided for a comprehensive view of their successes.

Cencora associates can nominate a pharmacy who meets the criteria; however, collaboration with the pharmacy on the submission is highly recommended.

Pharmacy owners and staff members can also nominate a peer pharmacy for an award.

Unlike previous years, nominations will no longer be accepted by patients due to the in-depth information that is needed.

### **Can a pharmacy be nominated for more than one award?**

Yes, a pharmacy can be nominated for more than one award, but they can only be the winner of one award.

### **Can a pharmacy be nominated multiple times for the same award?**

Yes, a pharmacy can be nominated more than once; however, multiple nominations do not increase the pharmacy's chances of winning. Nomination submissions should be focused on providing one high-quality response in collaboration with the pharmacy and field team members instead of multiple less in-depth responses.

### **How will the nominations be judged?**

The judging will be blind to mitigate bias. A panel of judges specific to each award category will review the nominations and use rubric scoring to determine a winner.

### **What qualifies as a good nomination submission?**

A strong submission should provide a comprehensive overview that includes specific details and examples. A pharmacy owner or staff member should draft and submit one response in collaboration with their field team (Business Coach, Sales Executive, Advertising Manager, etc.). This collaboration will maximize a pharmacy's opportunity for consideration by allowing for key insight, background, and details to be provided for a comprehensive view of their successes.

### **How can I verify that my submission was received?**

After submitting your nomination, a "Thank you! Your submission has been received" message will

appear. You will also receive a confirmation email with a copy of your responses from *Good Neighbor Pharmacy* (the email address will be Good Neighbor Pharmacy, [noreply@formresponse.com](mailto:noreply@formresponse.com)).

**Can I revise or edit my submission after it is submitted?**

Unfortunately, you are not able to modify your nomination once you submit it. Please take the time to review your responses before you hit the submit button.

**When will the winner of each award be notified?**

The winners of each award will be notified in the beginning of May by their field team.

**When will the winners be announced publicly?**

The winners will be announced publicly at ThoughtSpot 2024 general session on Friday, July 26.

**What benefits will the winner receive?**

The winner of each award will receive:

- One (1) complimentary registration package for two (2) people to ThoughtSpot 2024, up to 4-nights (includes one (1) hotel room, limited to Wednesday, July 24 through Sunday, July 28).
- Roundtrip airfare for two (2) people to ThoughtSpot 2024.
- Recognition at ThoughtSpot 2024 during general session and throughout the event.
- Local and trade media outreach acknowledging the award recipients.
- *Good Neighbor Pharmacy* will host a celebration event at the award pharmacy that includes refreshments and snacks.
- Choice of one (1) of the following:
  - Paid registration and hotel for two (2) nights to the annual NCPA Congressional Pharmacy Fly-in (airfare not included)
  - Credit towards Diabetes Self-Management Education and Support (DSMES) accreditation and recognition
  - Credit towards pharmacy signage, print marketing materials or digital advertising

**For additional questions, please email [gnpmarketing@amerisourcebergen.com](mailto:gnpmarketing@amerisourcebergen.com).**