



Business Coaching success story: Prescriber Marketing

Southern Drug Company

Southern Drug Company is a community-focused independent pharmacy that has been serving Blue Ridge, Georgia, since 2018. Proudly owned by Suzanne Davenport and Amy Galloway, the pharmacy has been enrolled in *Good Neighbor Pharmacy Business Coaching* since it opened.

Challenge

Suzanne and Amy knew that marketing their new pharmacy to prescribers was going to be instrumental to the short and long-term success of Southern Drug Company. The challenge the new owners faced was knowing where to get started, specifically with identifying the prescribers they should reach out to and positioning their pharmacy as the perfect partner for the physicians in their community.



34% increase in year-over-year script count

Solution

Suzanne partnered with her business coach, who was able to provide a list of the top prescribers in her area most likely to have a positive impact on her business. Her coach also armed her with the latest *Good Neighbor Pharmacy* prescriber marketing tool, the Pharmacy Provider Connect tool, which showed the number of prescriptions being written near the pharmacy, along with the pharmacy's capture rate. This data allowed Suzanne to further focus her efforts and home in on specific prescribers. Suzanne and her coach discussed and even role-played scenarios to better prepare for these prescriber marketing visits.

Outcome

Suzanne's prescriber marketing efforts were very successful and Southern Drug Company has grown at an incredible pace. The pharmacy saw a 23% increase in script count from one of the top prescribers Suzanne targeted, and several other prescribers had a similar increase. In 2020, one of the most challenging years in our lifetime, Southern Drug saw a 34% increase in script count over the previous year.

Experience

"With so many prescribers in our area, I was overwhelmed by which prescribers to visit. When we looked at our Market Analysis report with our business coach, our minds were blown by the number of prescriptions being filled in our area. This data gave us incentive and insight on which prescribers to focus on. Our coach helped us focus on the top 5 to 10 prescribers that we knew were making a difference in our prescription count and bottom line. It was a report like I've never seen, and I look forward to seeing the impact it's made on our prescription count and profitability.

Beyond prescriber marketing, our business coach works with us on many fronts to make our pharmacy run more smoothly and be more profitable. He helps us with everything from front-end marketing to hiring employees to optimizing workflow. He even checks out our competitors to make sure we're going beyond what they're offering. I believe our coach has helped drive the success of our pharmacy and I'm so thankful for the opportunity to work with him. He keeps us on track and helps us continually improve our business."

-**Suzanne Davenport**, Owner, Southern Drug Company

Good Neighbor Pharmacy solutions used:

- Business Coaching
- Benchmarking and Analytics
- Employee Development
- Patient Services
- Prescriber and Patient Strategies

Contact gnp@amerisourcebergen.com or visit www.wearegnp.com to learn how you can leverage these solutions in your pharmacy.

Additional wins for Southern Drug Company



18% increase in cholesterol adherence measures**



11% increase in RASA adherence measures**



Added automation and streamlined workflow



Engaged staff following coach-led Employee Development meeting