



Thriving During a Pandemic: Rethinking Marketing, Floor plan, and Signage.

Gabe Trahan
Senior Director Store Operations & Marketing



Learning Objectives

- Define the reasons for and ways to enhance the comfort and safety that patients demand during a pandemic.
- Discuss the budget-minded adjustment to a pharmacy floor plan that will meet the new level of personal space that is wildly sought by new and existing customers.
- Review the basic format needed for effective exterior signage and delivery vehicle recognition.
- Developing both digital and traditional marketing campaigns designed to attract new customers.

**What kind of
rumors is your
store spreading?**







Reed Hutchins Pharmacy Heber Springs Pharmacy and Compounding

Now it's even easier to refill with our FREE app.



**PLEASE use our
DRIVE-THRU window
if any of the
following apply to you:**

- * FEVER**
- * COUGHING**
- * RECENTLY BEEN IN
AN AIRPORT**
- * TRAVEL OUTSIDE OF
THE UNITED STATES**

**We will be happy to get you
anything you need through
the DRIVE-THRU window,
including over the
counter medications.**

*We are very Thankful for each
of you and Really appreciate your Business.*

Spence and Blake

**We will be happy to get
you anything you need
through the DRIVE-
THRU window,
including over the
counter medications.**

*We are very thankful for each of you
and really appreciate your business.*

Spence and Blake





151 RX transfers in one day

408 W Main St, Heber Springs, AR 72543

Opening time:

8 am to 6 pm from Monday thru Friday

8 am-2 pm Saturday

closed Sunday

501 270-8888

**REEDHUTCHINS PHARMACY IS YOUR LONGTIME FRIEND AND NEIGHBOR. STOP IN AND
ENJOY OUR FRIENDLY SERVICE AND EXTENSIVE INVENTORY**



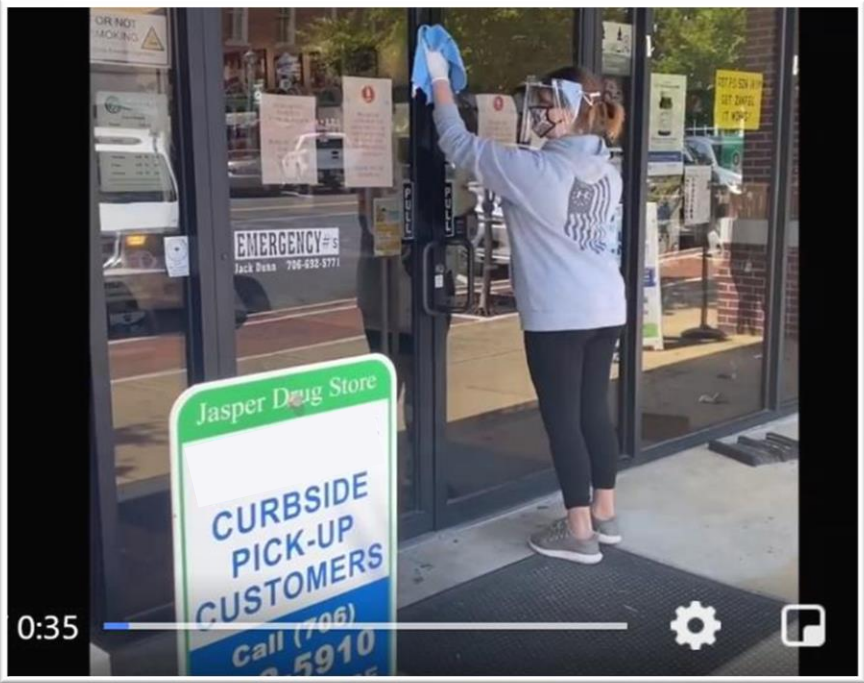
Opened 1 year and 10 months

Blake Hutchins & Spencer Reed

We are Open and Safe:
Ready for you today so you can enjoy tomorrow
Northeastern Medical Center



Jasper Drug Store
We're going to make it shine!



Our Clean Commitment



Going the Extra Mile



Personal Space!



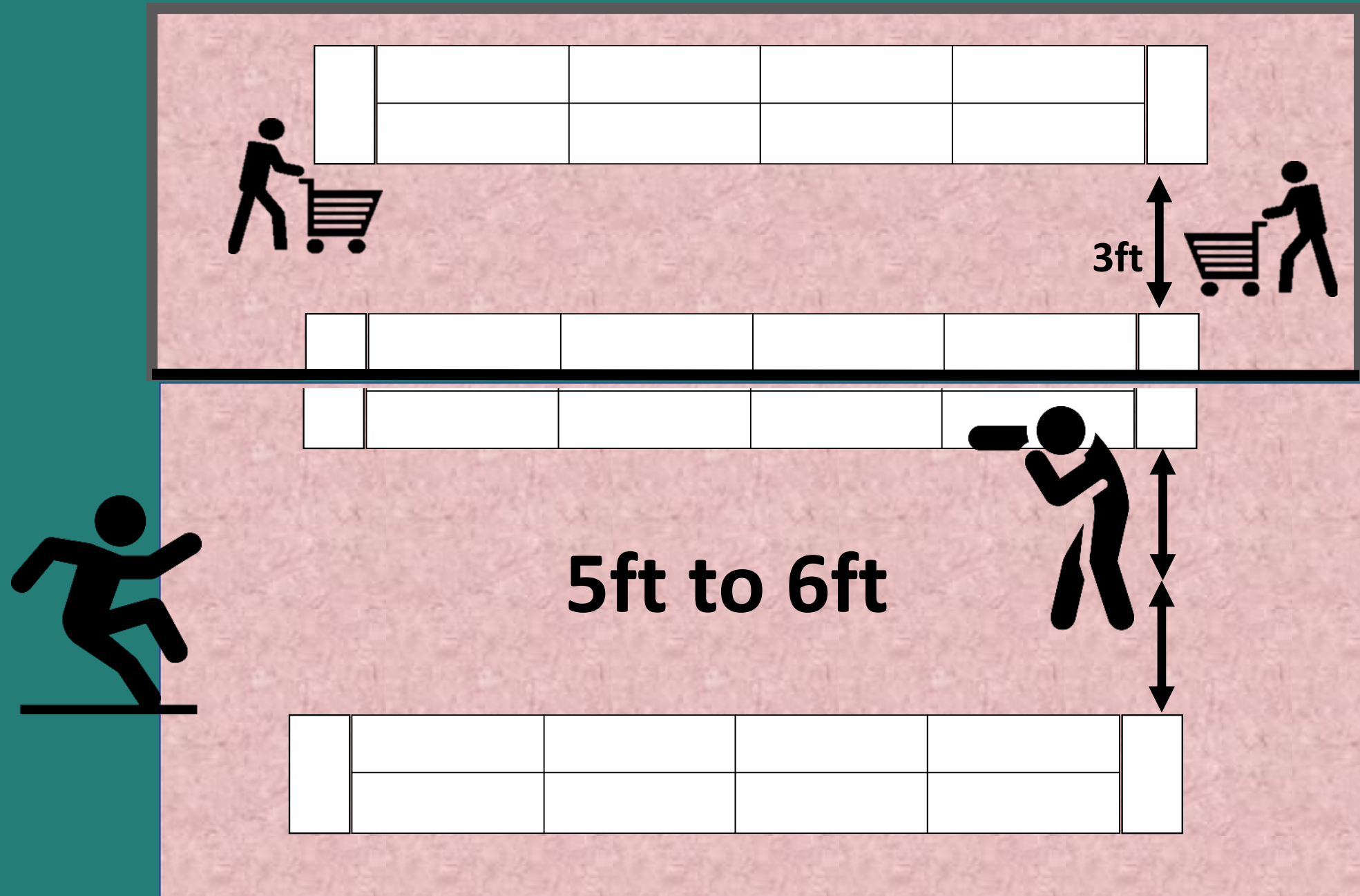
Making Room for Customers





Founded in 1959

Optimum Aisle for Personal Space

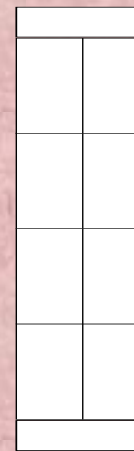
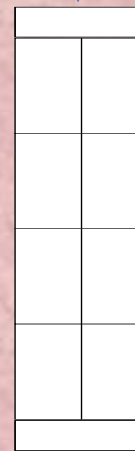
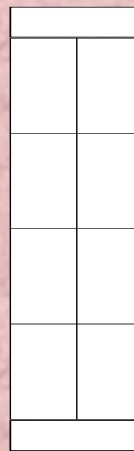
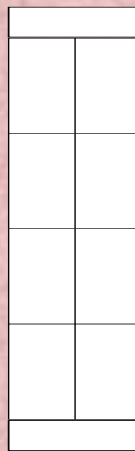




Pick up

Drop Off

6ft to 8ft



Amazon hiring 100,000 workers in U.S. and Canada to meet surge in lockdown shopping

Published: Sept. 14, 2020 at 9:35 a.m. ET

By Lina Saigol

7

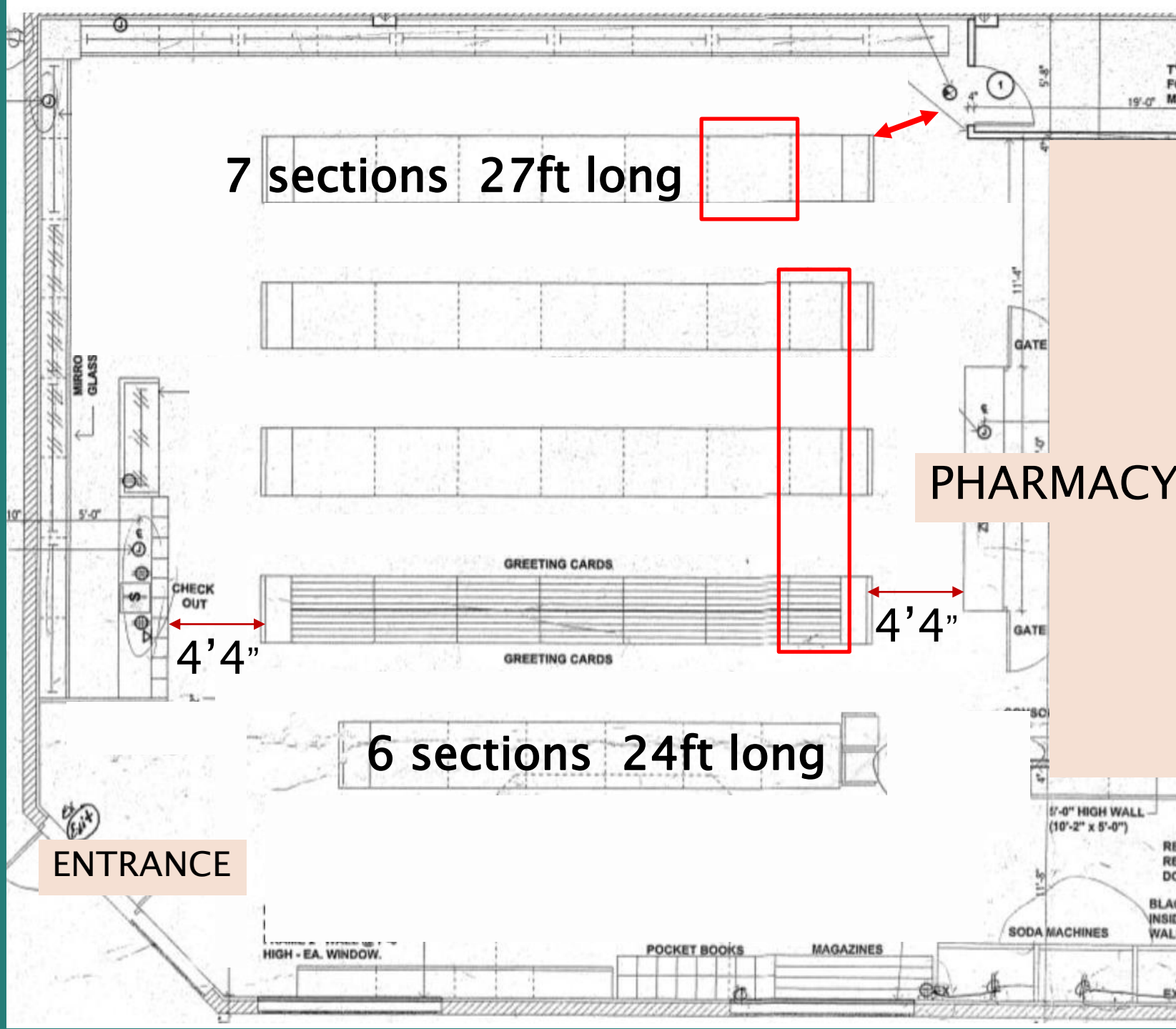
New recruits could receive sign-on bonuses of up to \$1,000



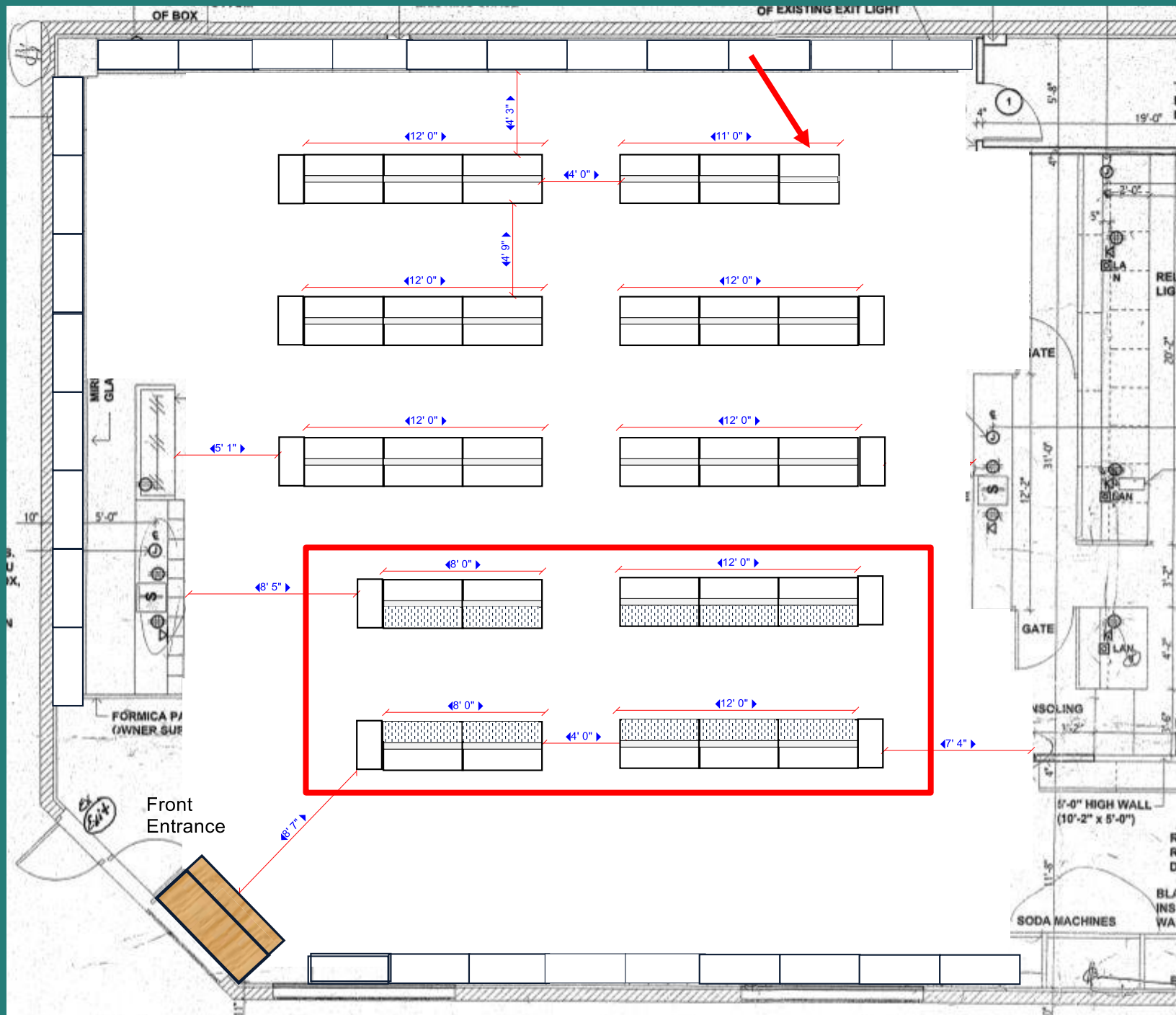


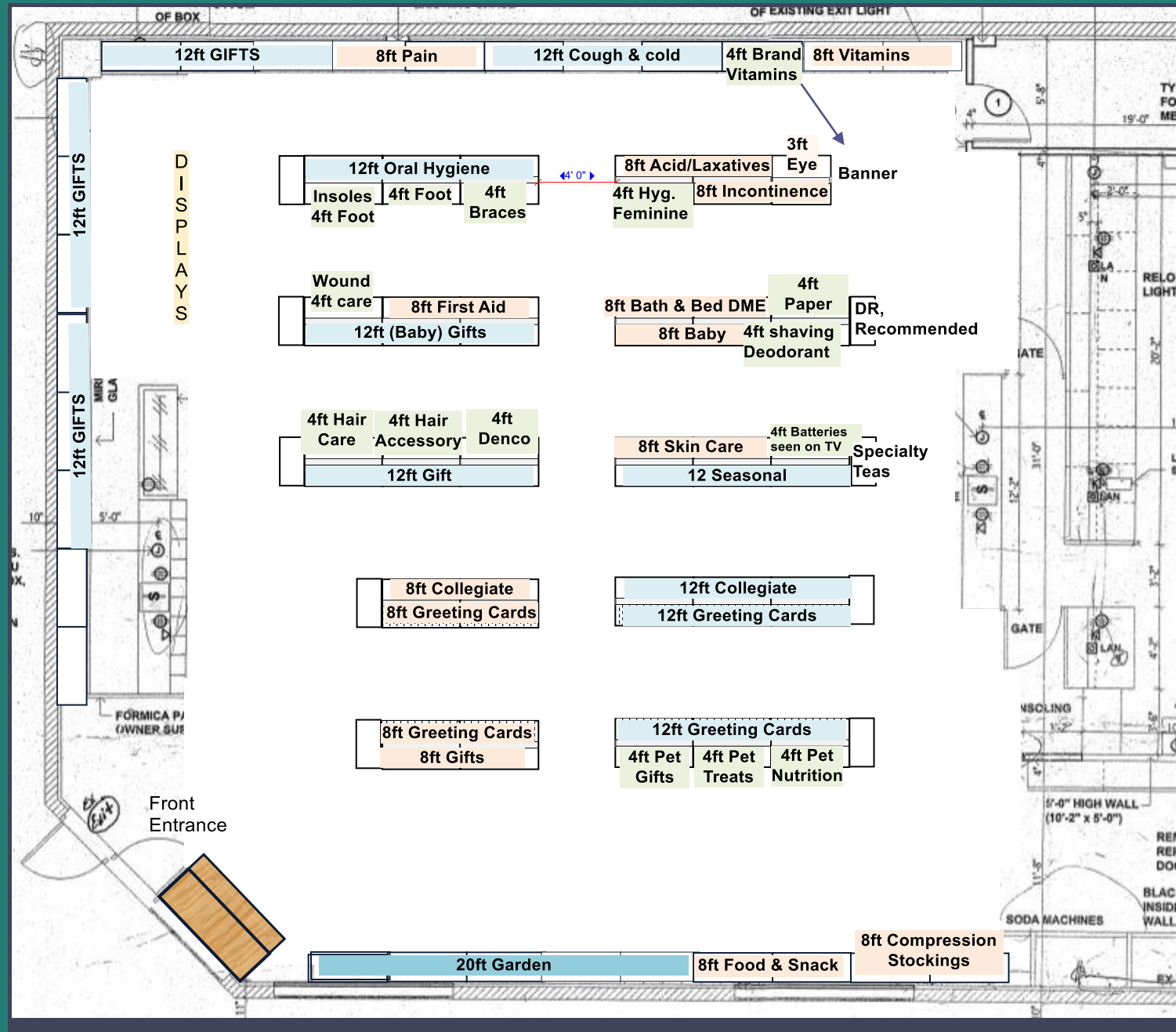




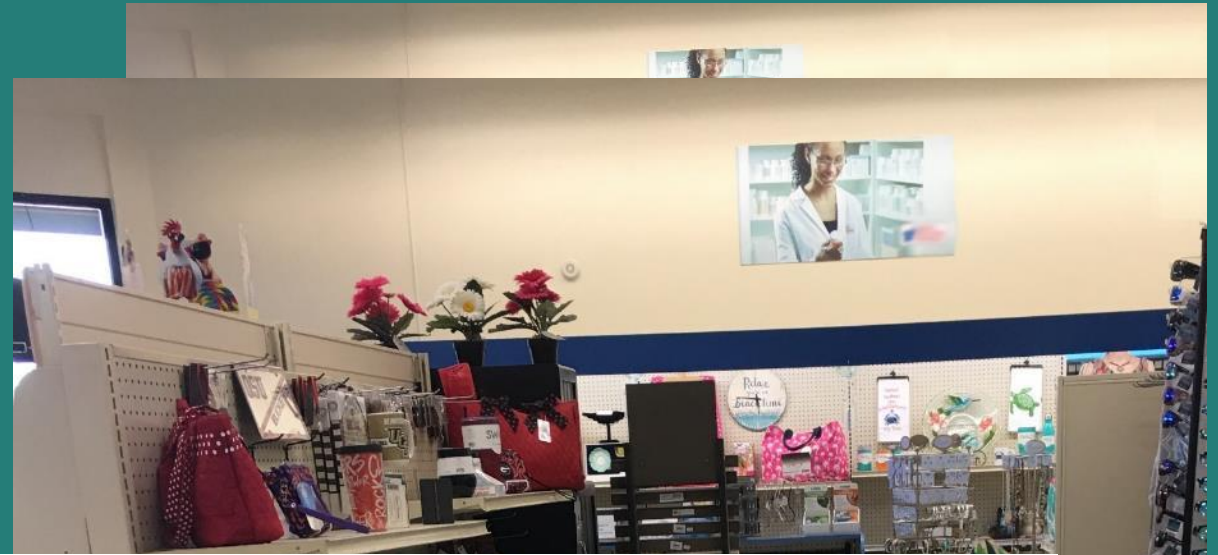


$$\begin{array}{r} *264\text{ft} \\ - 26\text{ft} \\ \hline 238\text{ft} \end{array}$$





You need to go on a hunt!



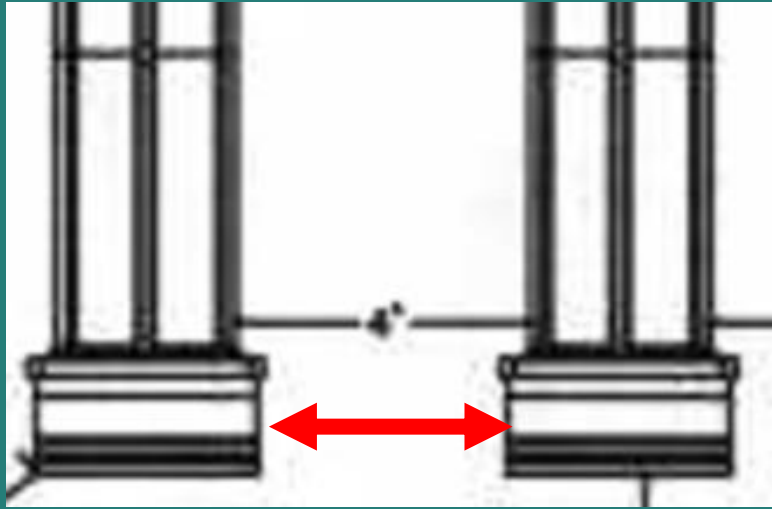
Place things where they belong – not where they fit.



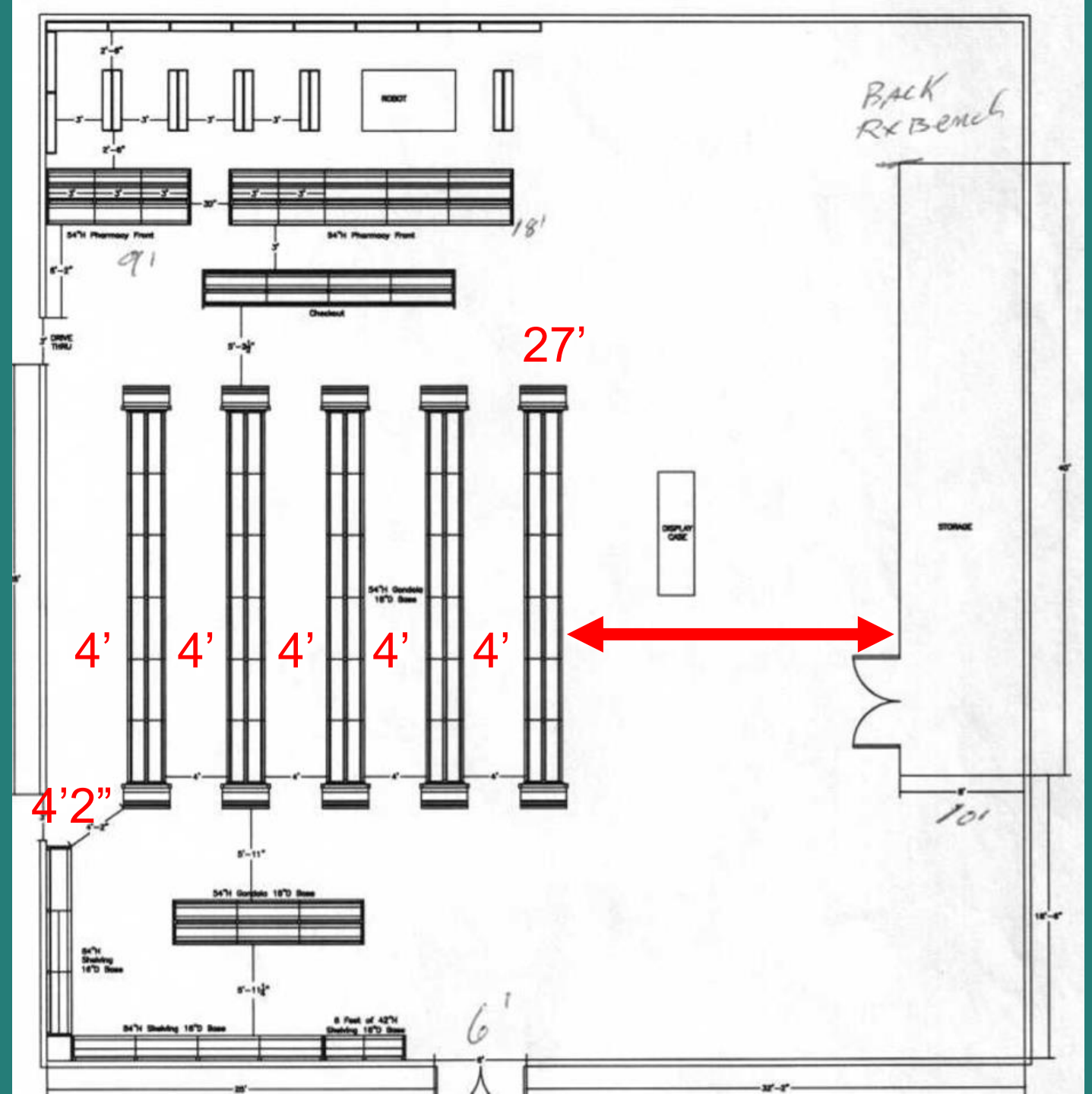


Place things where they belong – not where they fit.



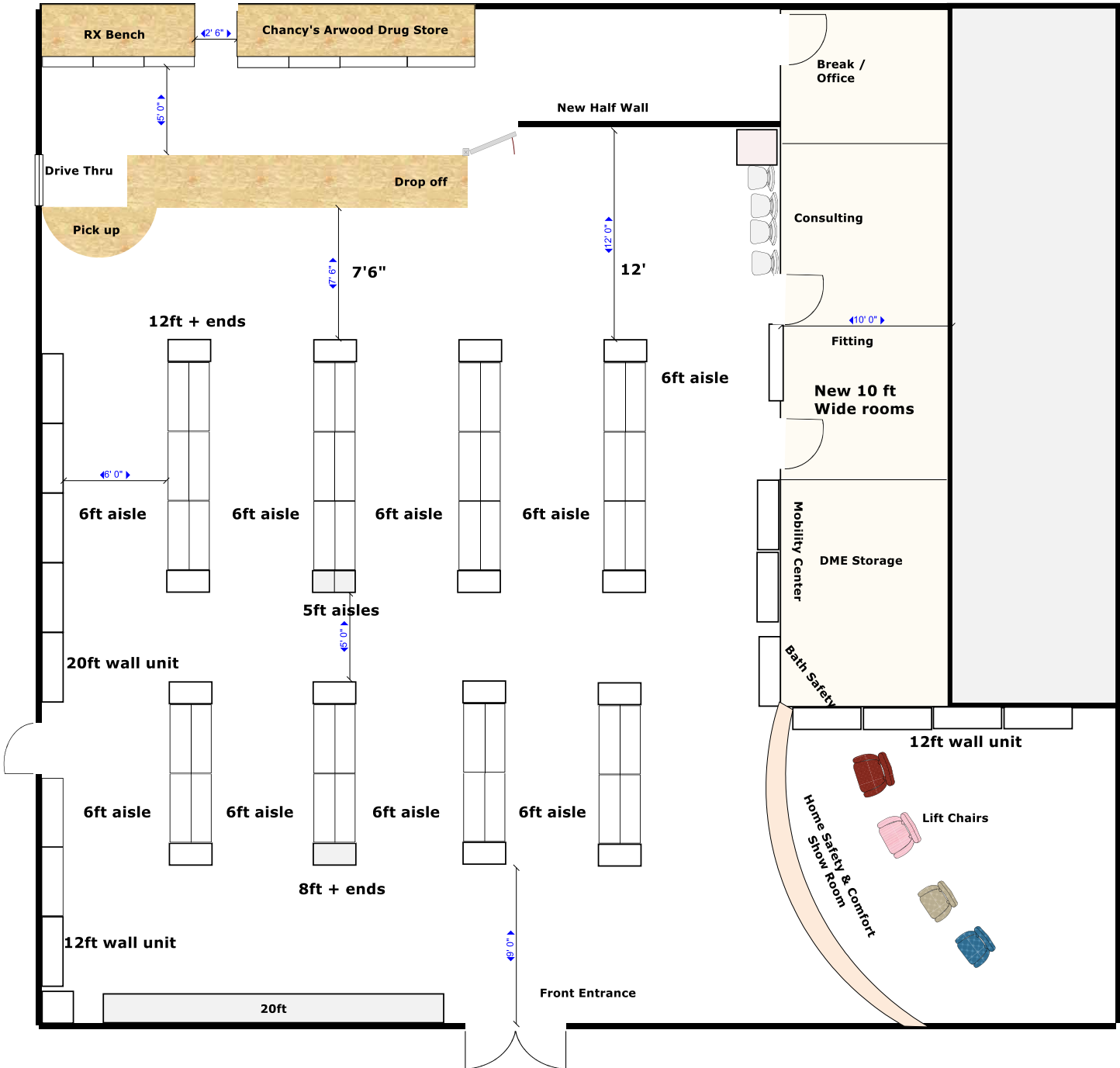


Five 27ft. gondolas

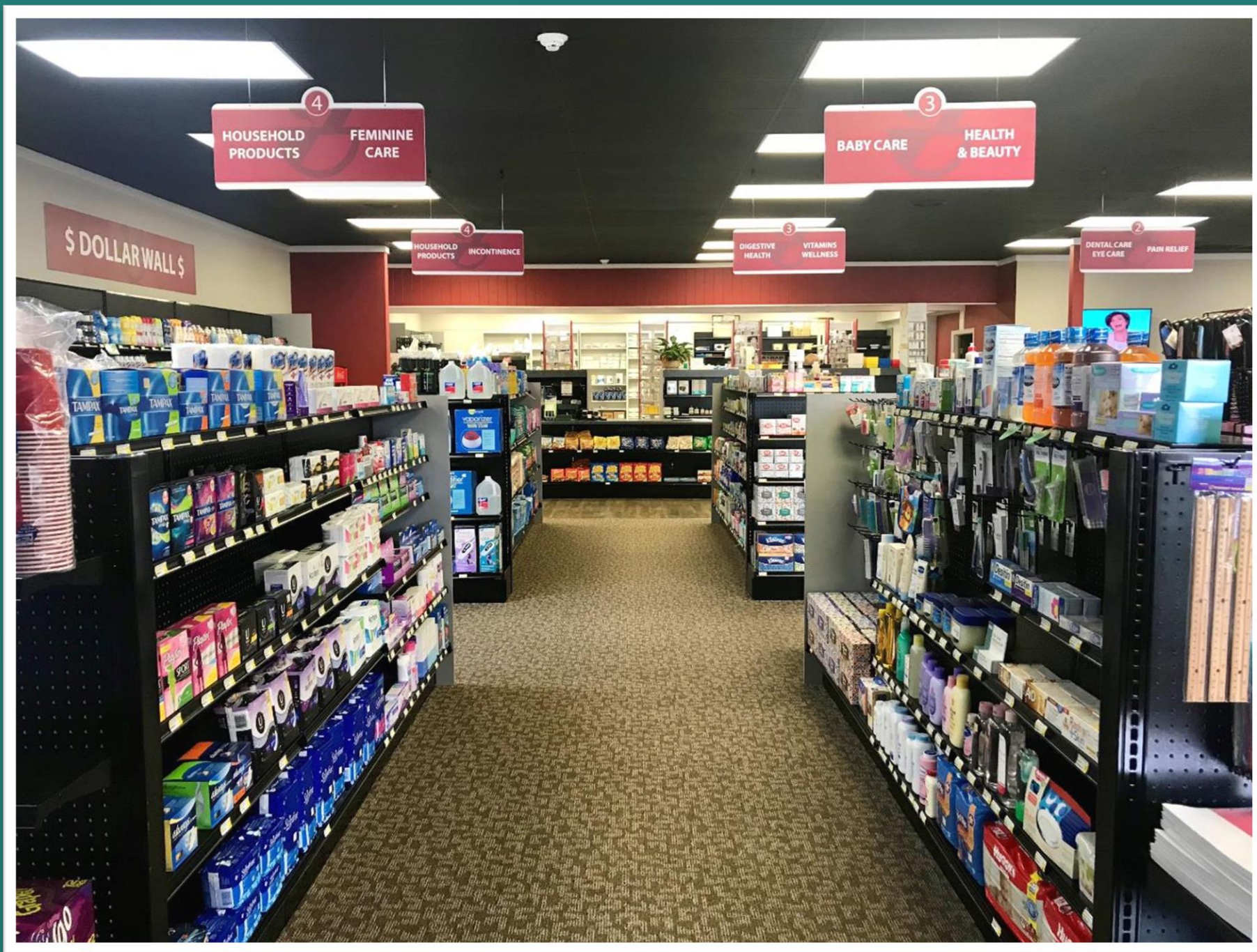


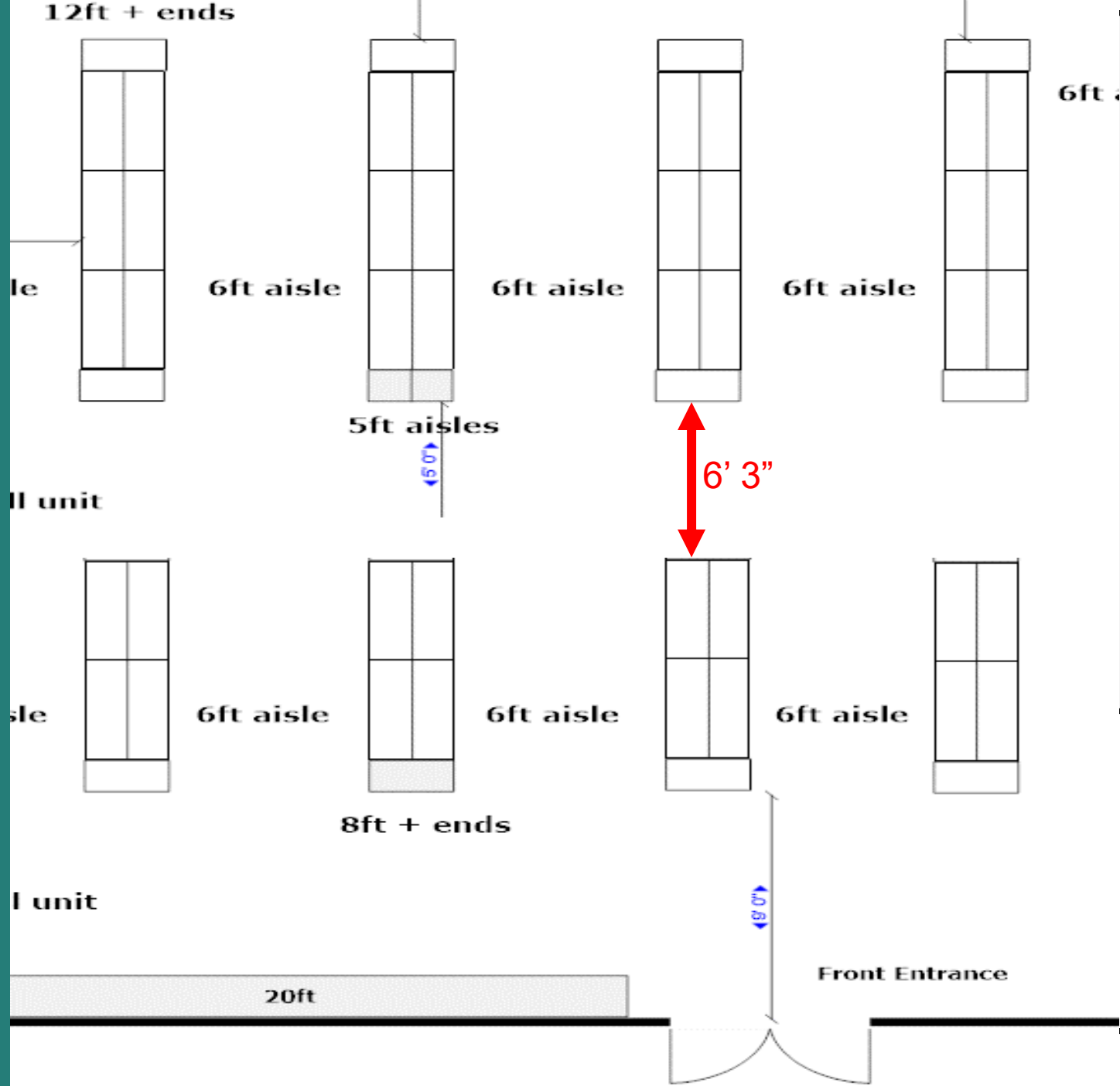
6ft wide aisles

Four 12 ft. gondolas
Four 8 ft. gondolas
Total 20ft.

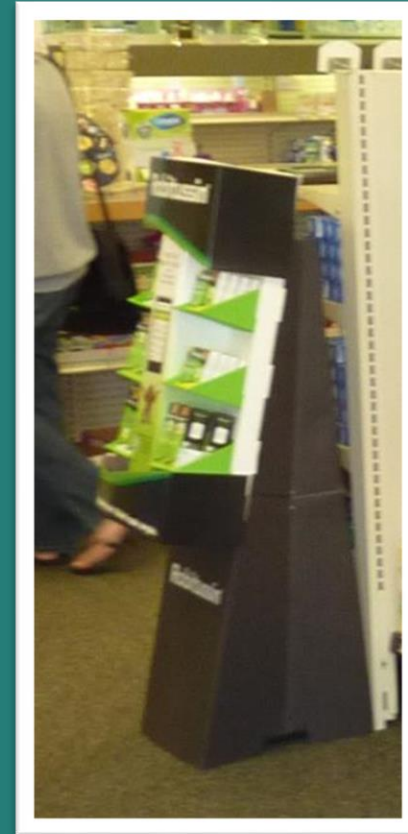






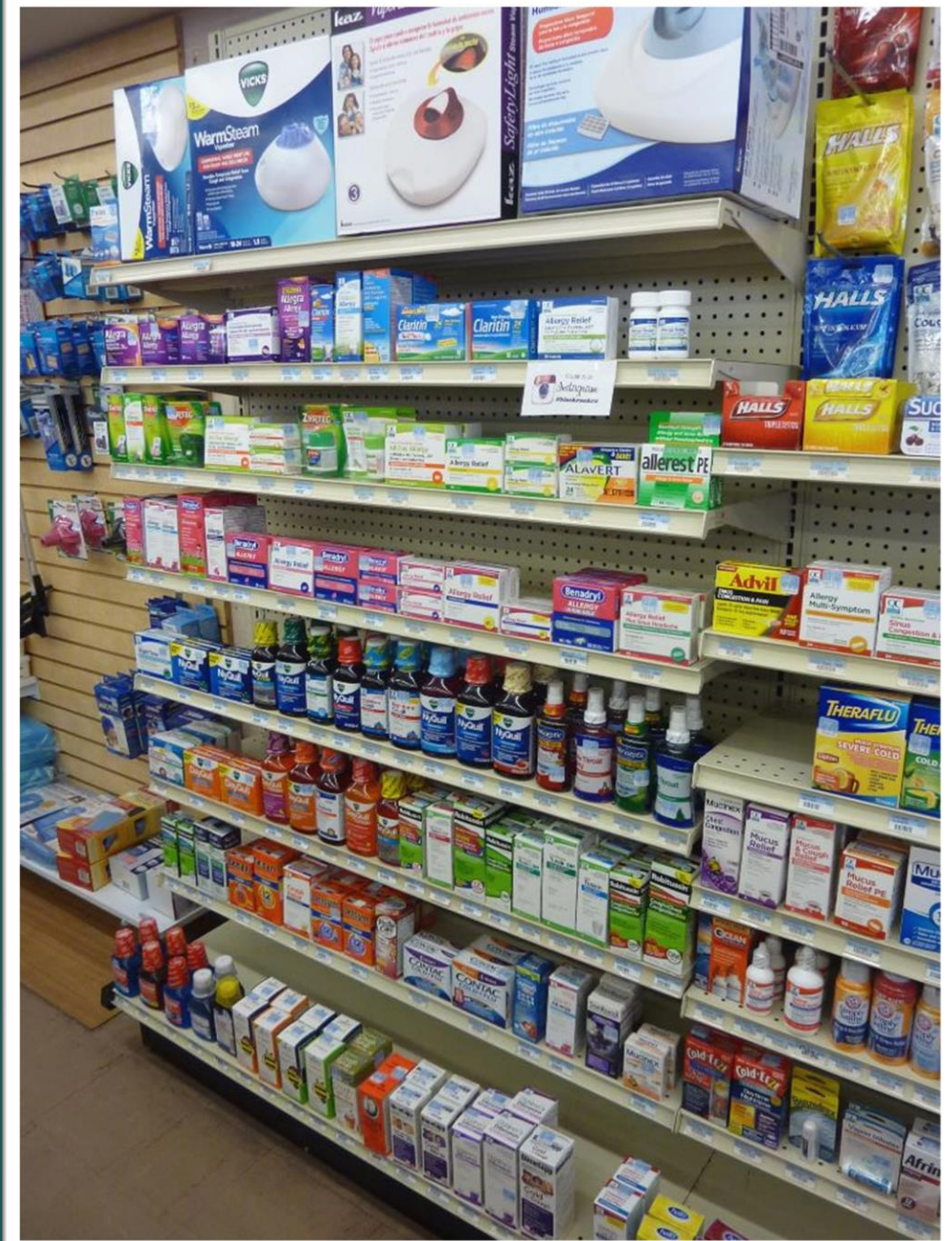
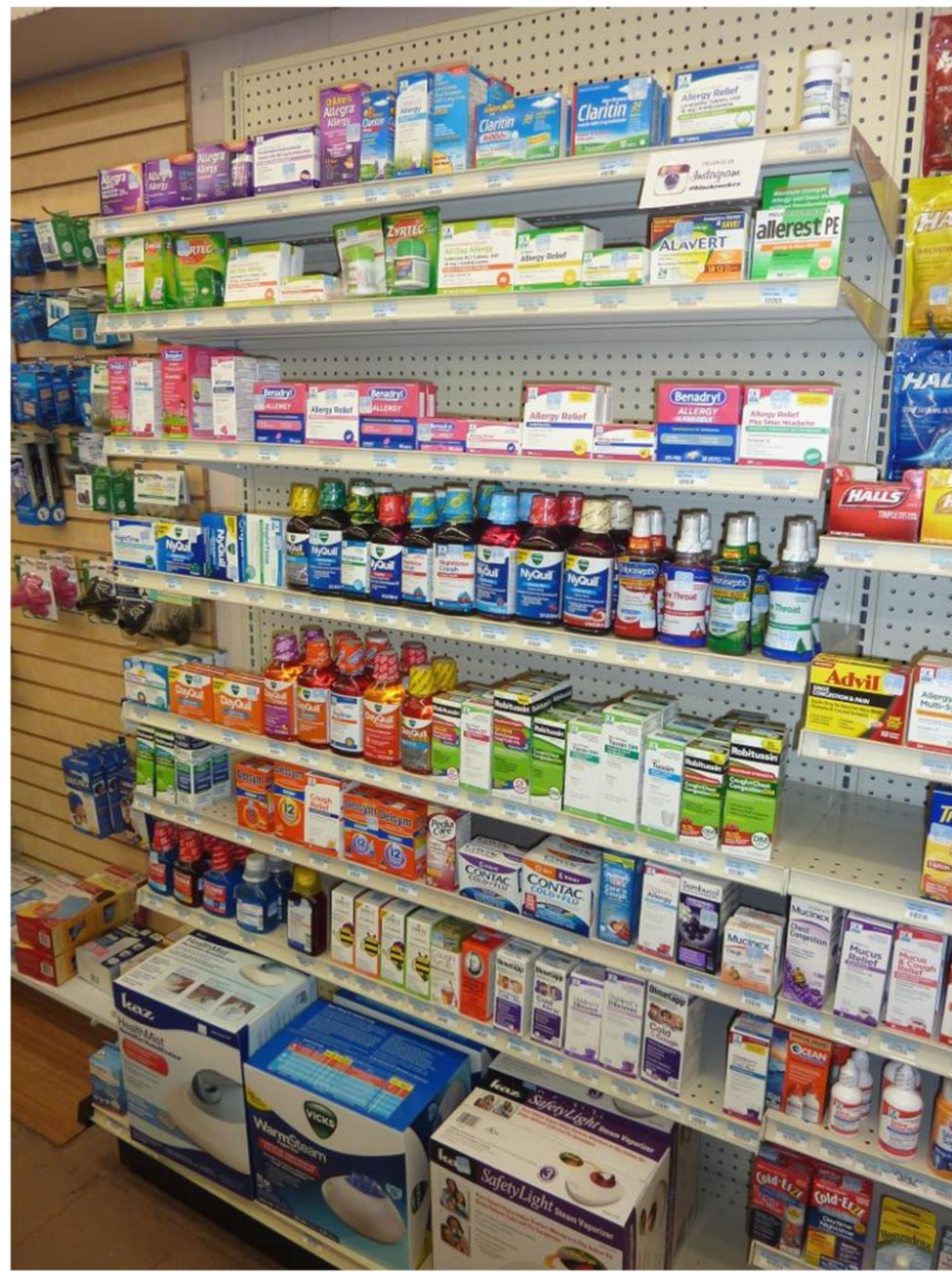




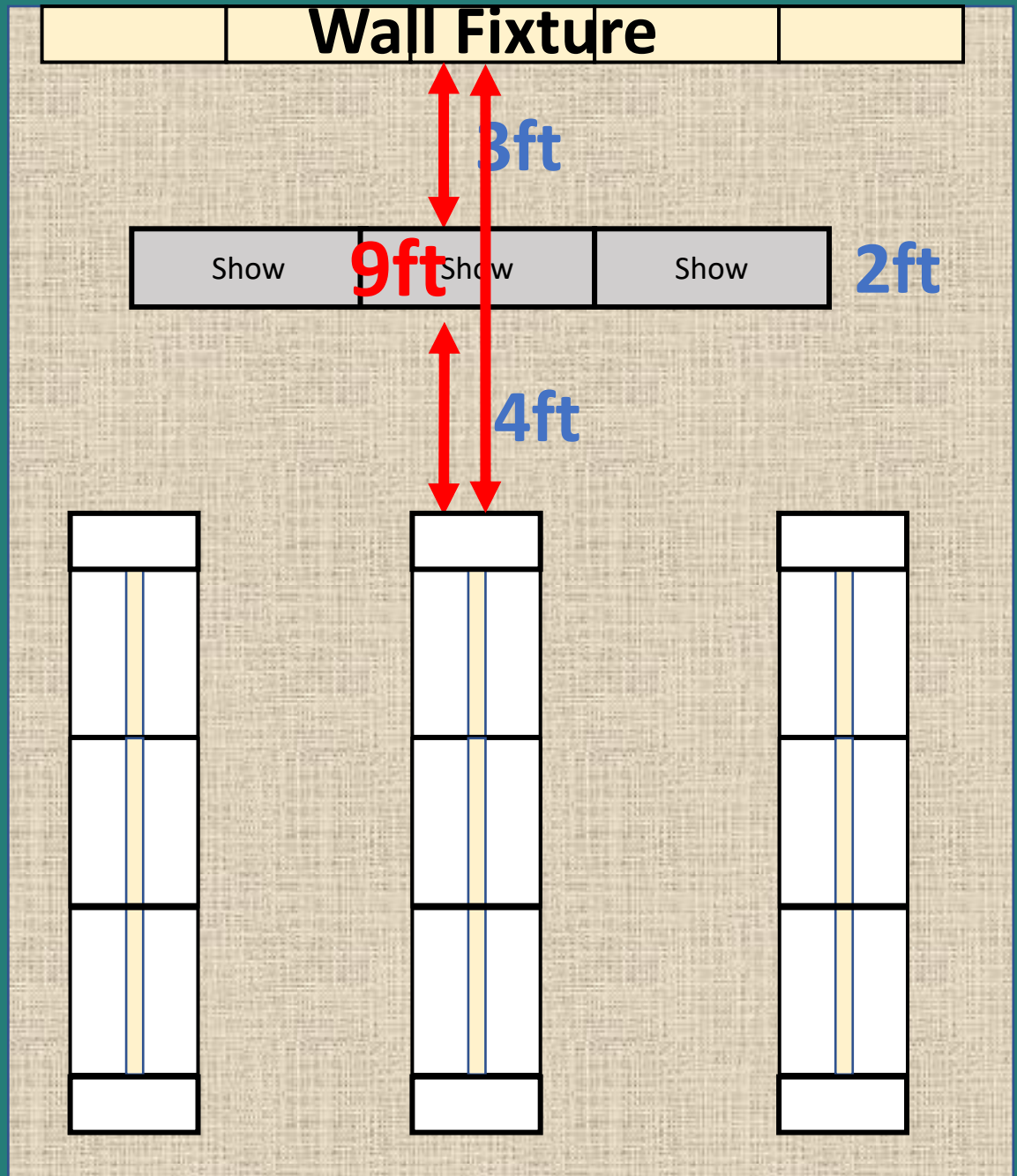


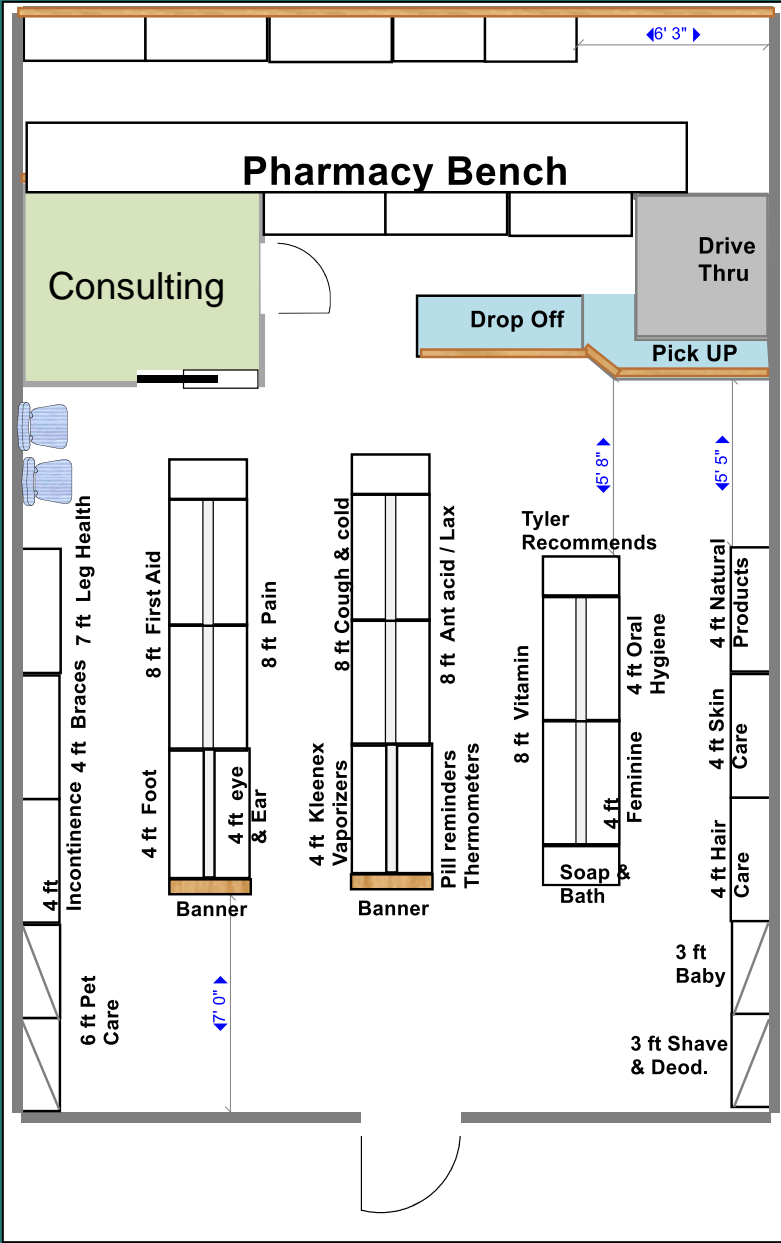
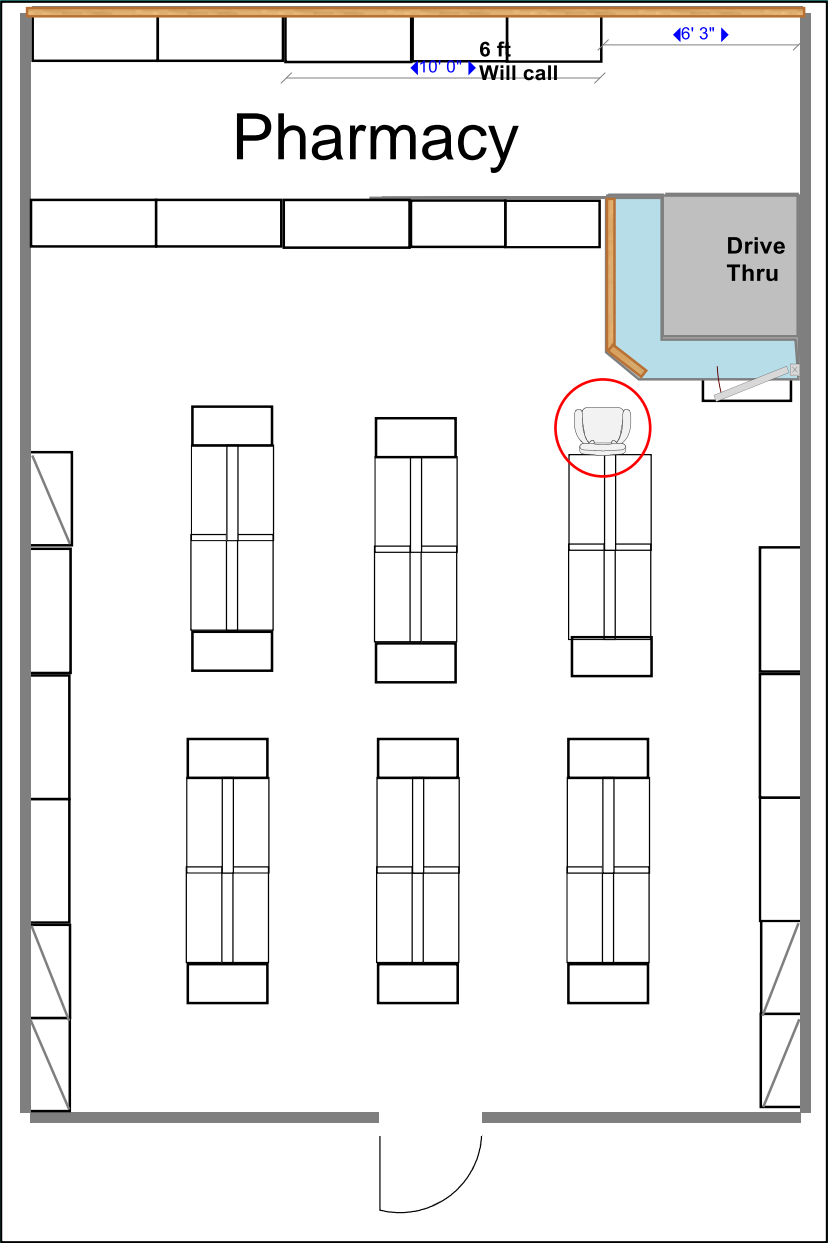


Compression Hosiery
Immune Boosters
Vitamin D
Delivery Services

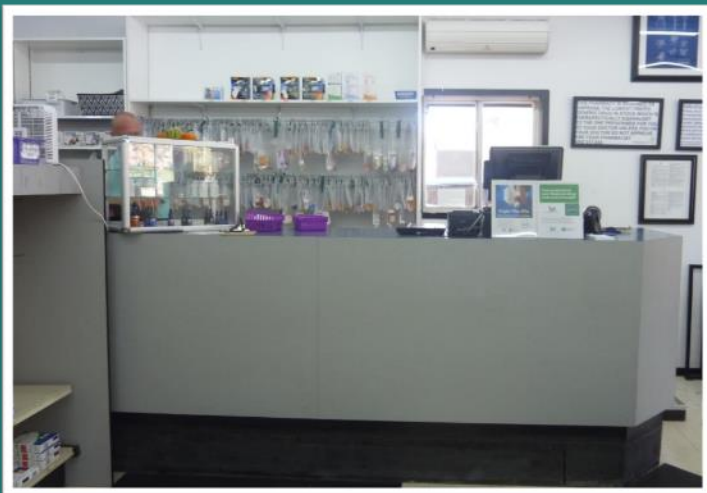


Time to dump glass showcases.



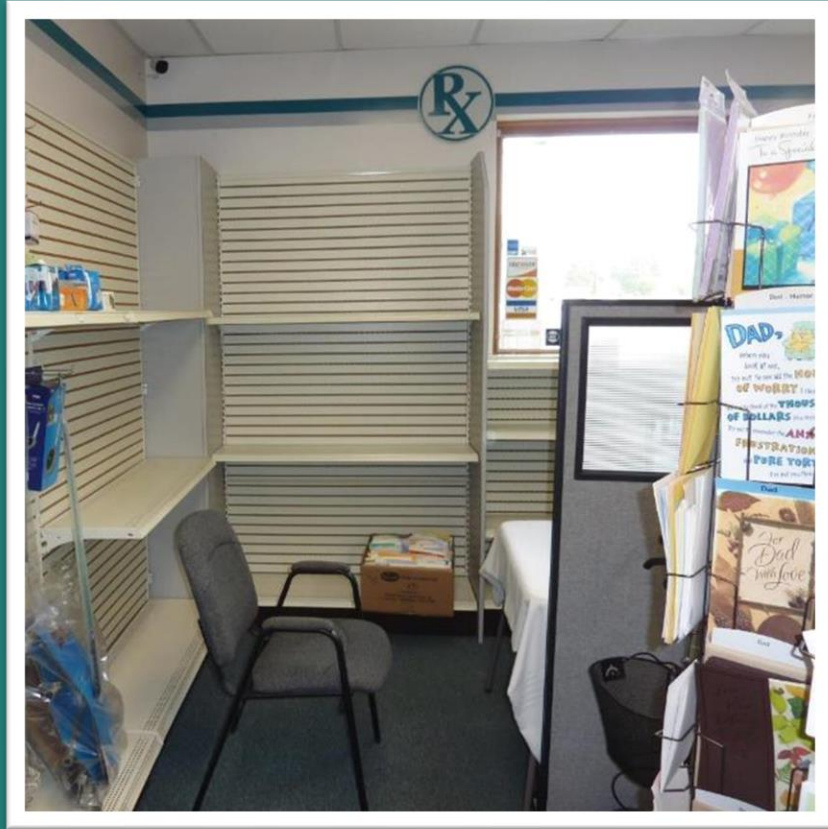








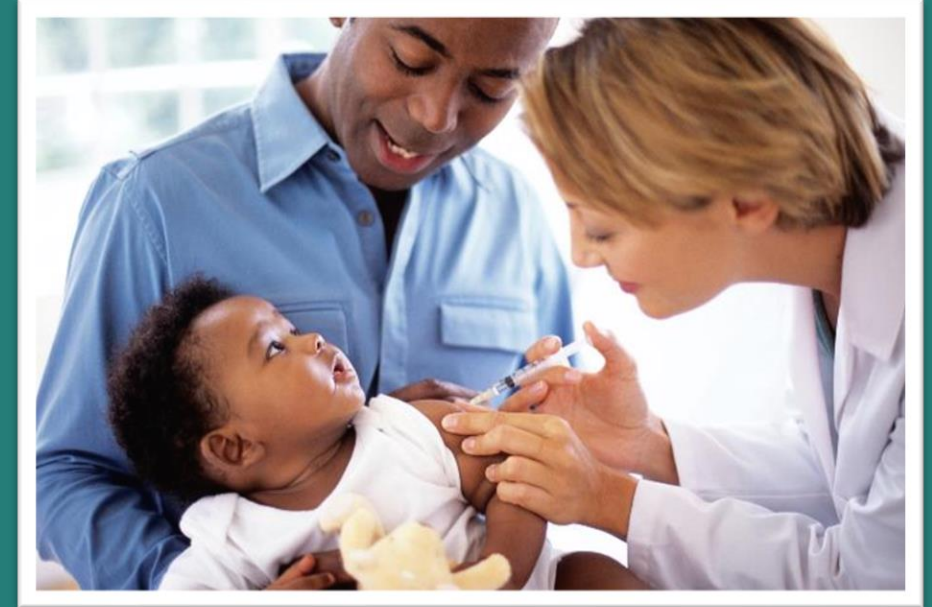
- Self installed (no labor)
- Barn door style entrance
- *Walls do not go to ceiling
- *Material \$1000.00
- *Red Oak trim (expensive)





Things you will need!

- Room for 3 chairs or stools
- Apothecary chest with several drawers
- Dorm-size refrigerator
- Sharps container
- Electric outlets
- Ethernet Port
- Coat hooks strong enough for heavy purse or tote bag





**Welcome,
Window Shoppers!**

Just let us know if
you need anything!



Orchards Drug
Lawrence, Kansas

Welcome, window shoppers.

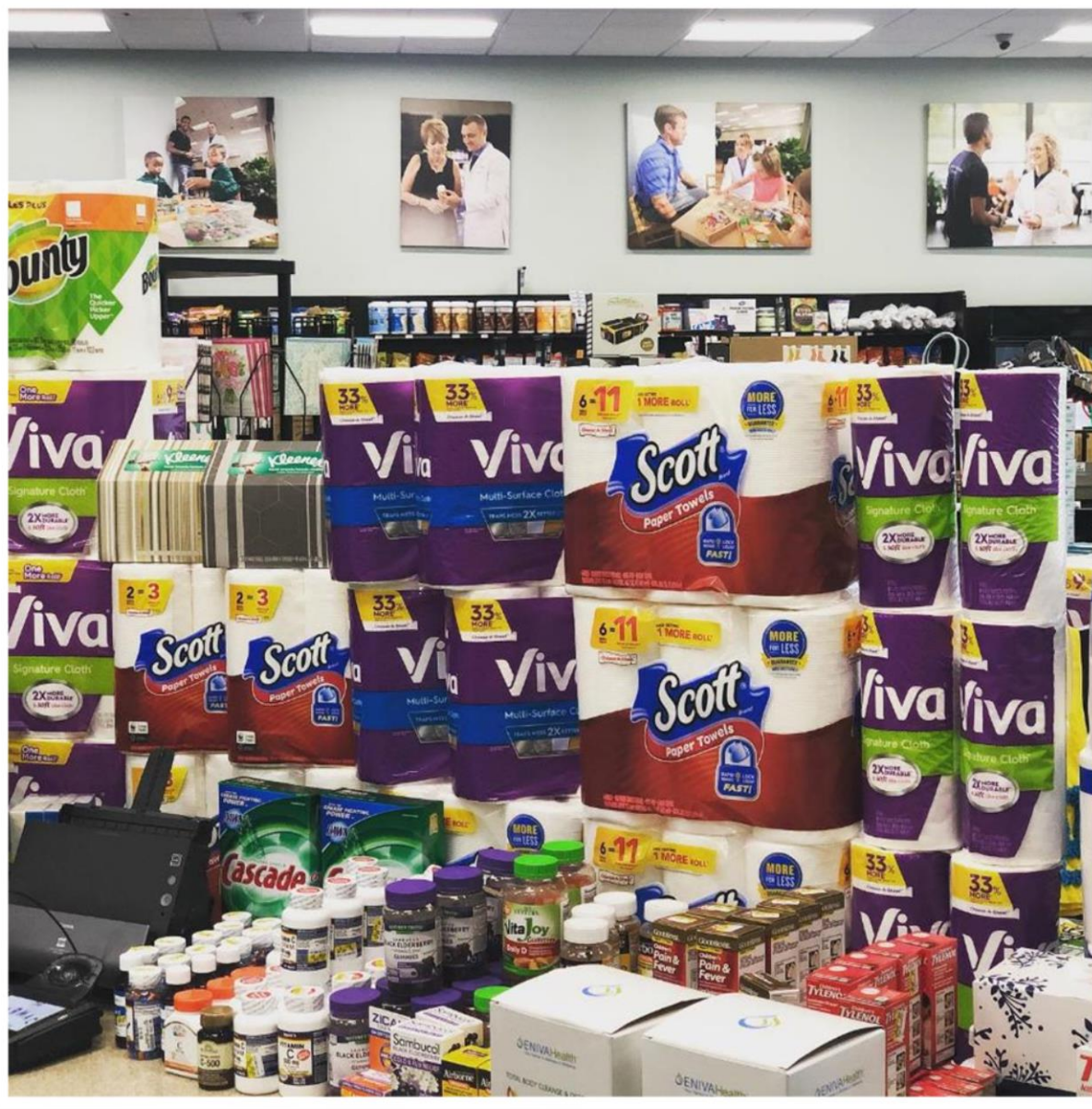
Just let us know if you need anything.

Multivitamins	Vit. B-Complex	Vitamin C	Vitamin D
Omega-3 Fish Oil	Co-Q10	Probiotics	Melatonin
Emergen-C	Zicam (Zinc)	Turmeric	BP Monitor
Pain relievers	Cough syrup	Allergy medicine	Sudafed
Children's Zyrtec	Children's Tylenol	Children's Benadryl	Children's Motrin
Gloves	Kleenex	Hydrogen Peroxide	



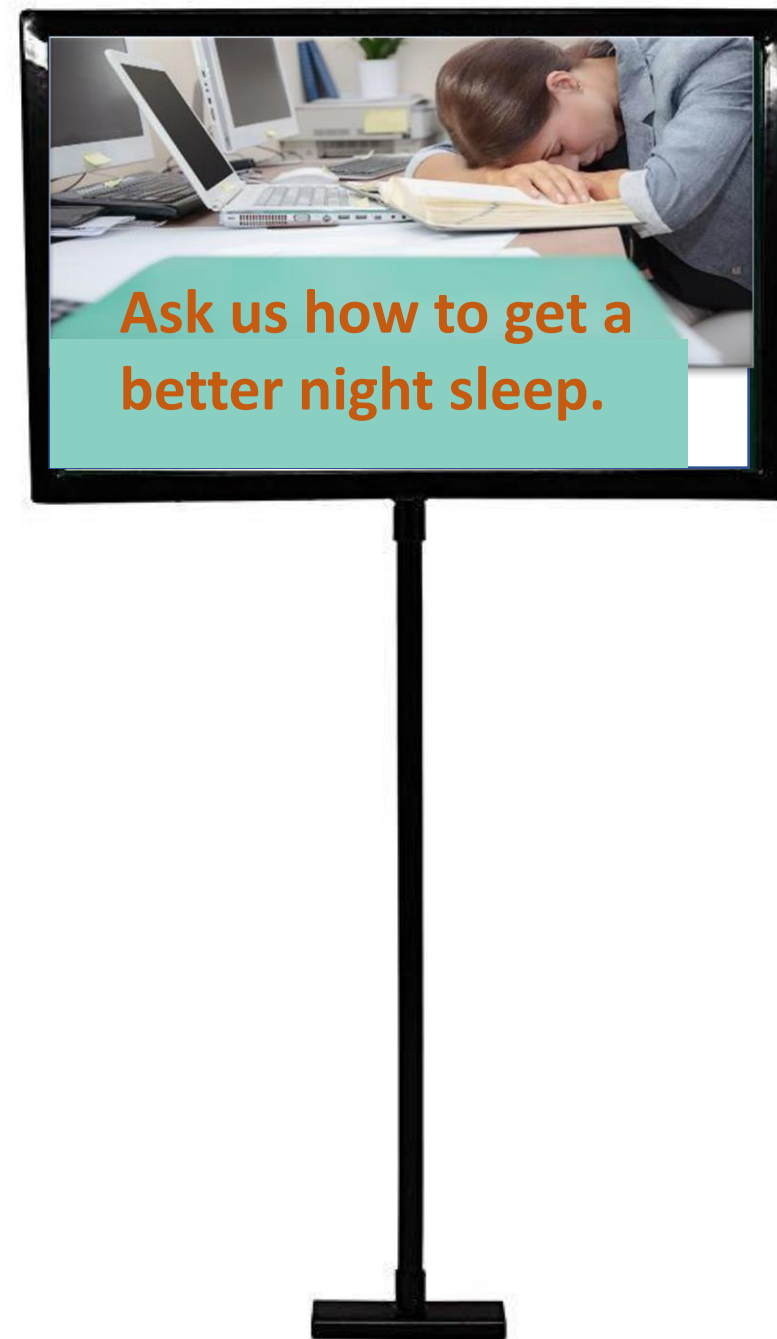
- Multivitamins
- Vit. B-Complex
- Vitamin C
- Vitamin D
- Omega -3
- Co-Q10
- Probiotics
- Melatonin
- Turmeric
- P B Monitor
- Pain Relivers
- Cough Syrup
- Allergy Medicine
- Children's' Medicine
- Gloves
- Facial Tissue
- Hydrogen Peroxide

- Pulse Oximeters
- Infrared Thermometer
- Hand Sanitizer
- Disinfecting Wipes
- Therapeutic teas
- Collagen Boosters
- Pet anxiety Remedies
- Immunity Boosters
- Zinc
- Elderberry
- Echinacea
- Digestive Enzymes
- Homeopathy
- Vitamin D with K
- Calcium Magnesium
- *Dark Chocolate with Coconut bar



The Pharmacy at Wellington Little Rock, AR

Detox and Zinc



Seasonal Merchandise





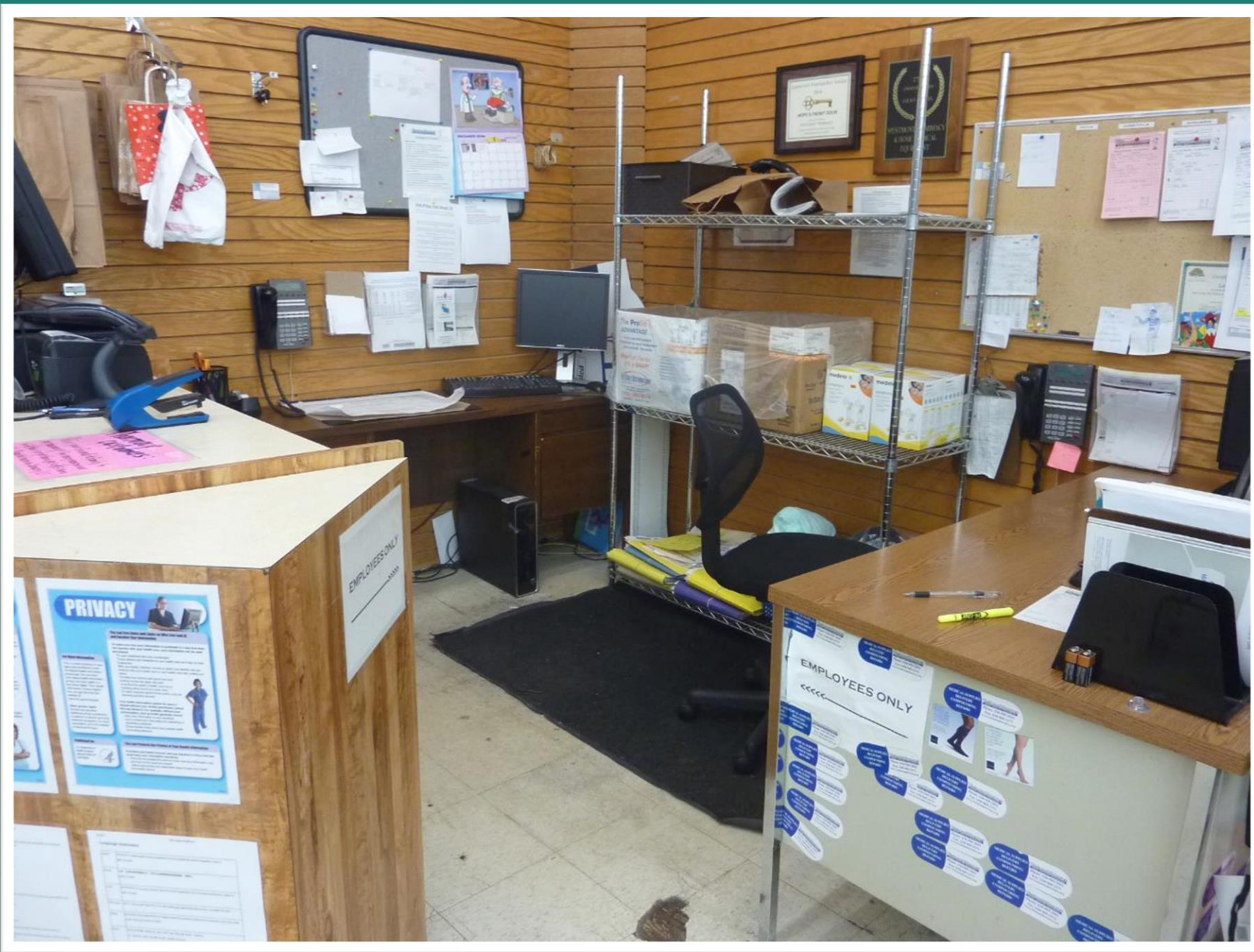


DME

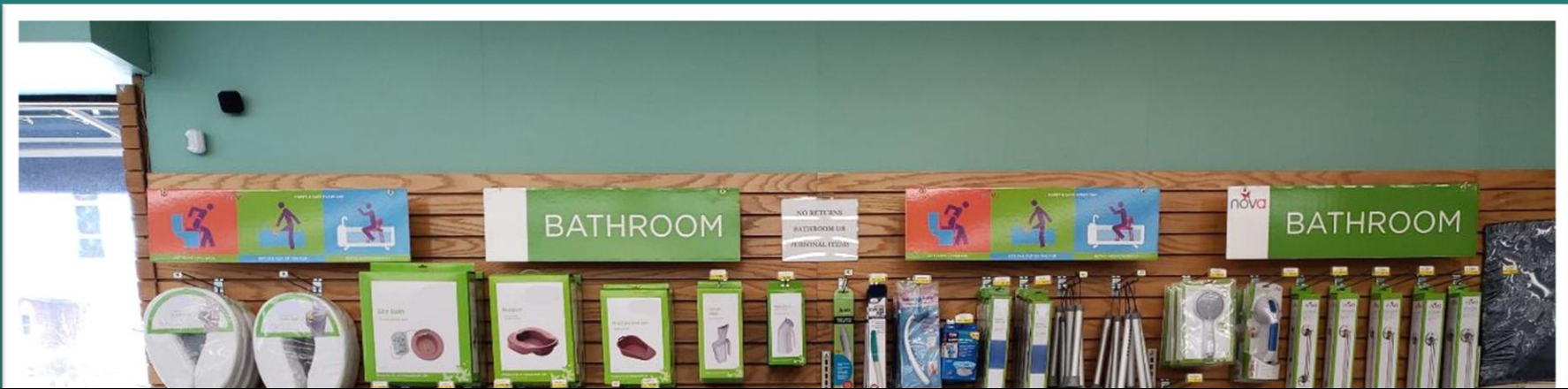
**Next to the
donuts,
paper towel
and laundry
detergent!**



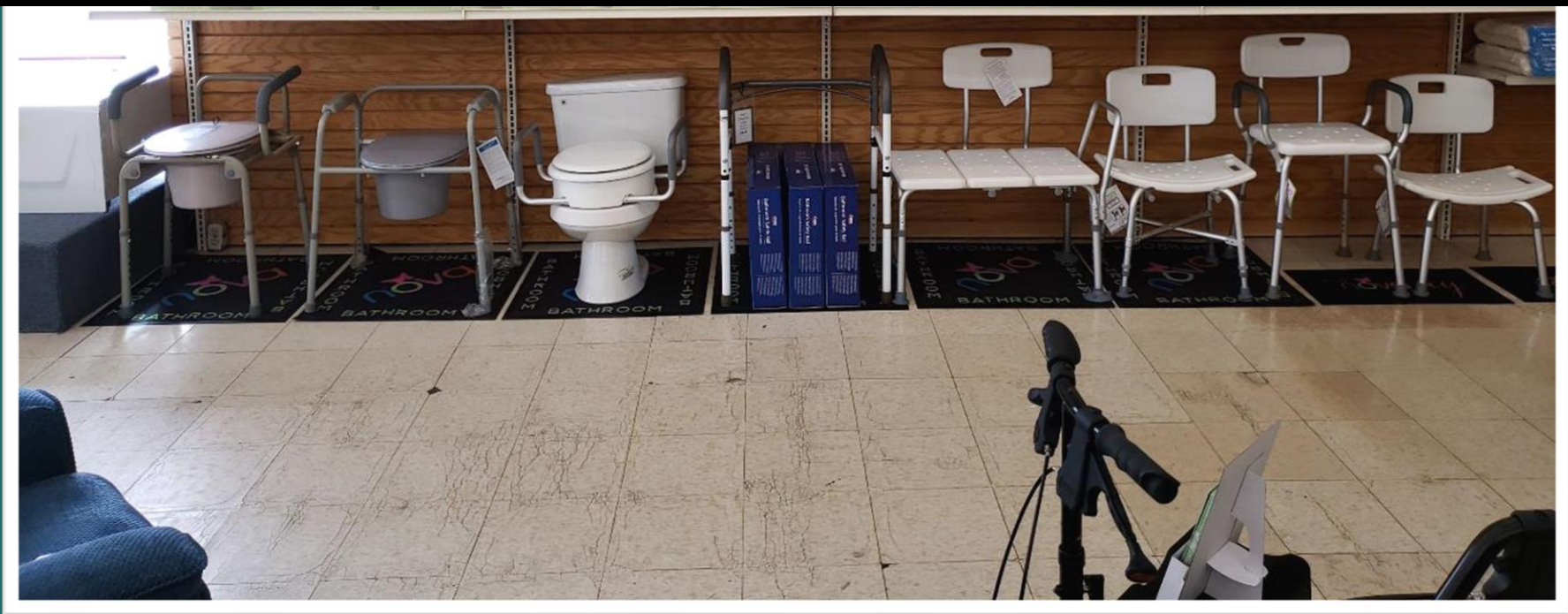








No one wants to leave home!



WRAPPING YOUR DELIVERY VEHICLE.



Parked or Moving?













RIGHT RENDER



Make Sure the Largest Words
are the Most Important words!





DAVIESDRUGS.COM



DAVIES
DRUGS
PHARMACY

16



2013 Corolla

\$1,100.00



Salvage



The letters 'Z' and 'M' are rendered in a bold, sans-serif font. The 'Z' is magenta and the 'M' is blue. They are positioned at the top of the graphic, with a small purple rectangular overlap between them.

WINNING THE
ZERO MOMENT OF TRUTH

The letters 'O' and 'T' are rendered in a bold, sans-serif font. The 'O' is yellow and the 'T' is green. They are positioned below the text 'WINNING THE ZERO MOMENT OF TRUTH', with a small green rectangular overlap between them.

Google

☰ pharmacy

The Pharmacy at Wellington

5.0 ★★★★★ (52)

Pharmacy · 15400 Chenal Pkwy #100

Open until 9:00 PM

Website

Directions

Walgreens Pharmacy

4.0 ★★★★★ (3)

\$\$ · Pharmacy · 15500 Chenal Pkwy

Prescription medications & more

Open until 9:00 PM

Website

Directions

Walgreens Pharmacy

3.2 ★★★★★ (6)

\$\$ · Pharmacy · 111 N Bowman Rd

Prescription medications & more

Website

Directions

CVS Pharmacy

3.8 ★★★★★ (9)

Pharmacy · 12700 Chenal Pkwy

Open until 7:00 PM

Website

Directions

Parkwest Pharmacy

4.9 ★★★★★ (27)

Pharmacy · 904 Autumn Rd

Open until 6:00 PM

Directions

The Drug Store

5.0 ★★★★★ (28)

Pharmacy · 11121 N Rodney Parham Rd

Open until 6:30 PM

Website

Directions

Showing results 1 - 20

A map of Little Rock, Arkansas, showing various neighborhoods and roads. A red arrow points from a blue location pin at Embassy Suites by Hilton Little Rock to a red location pin at The Pharmacy at Wellington. The travel time '7min' is displayed above the arrow. Another red arrow points from the bottom towards the Embassy Suites pin, with the travel time '2min' displayed above it. The map includes labels for neighborhoods like Hillsborough, Marlow Manor, Rock Creek, Eagle Point, St. Charles, Birchwood, Gibraltar Heights, Capital Lakes Estates, Woodland Edge, and Spring Valley Manor. Major roads like Chenal Pkwy, Kanis Rd, and Bowman Rd are also labeled. Other pharmacy locations marked with red pins include Cornerstone Pharmacy at Chenal, Kroger Pharmacy, CVS Pharmacy, Walgreens Pharmacy, Heartland Pharmacy, All Care Pharmacy, Genoa Healthcare, and Walmart Pharmacy. A search bar at the top right says 'Search this area'. A 'Show route preview' button is at the top right. A red circle highlights the 'The Pharmacy at Wellington' listing in the left sidebar.

pharmacy

Back to results

The Pharmacy at Wellington

5.0 ★★★★★ (52)
Pharmacy

Directions

Save

Nearby

Send to your phone

Share

15400 Chenal Pkwy #100, Little Rock, AR 72211

Located in: Wellington Center

QH55+47 Little Rock, Big Rock Township, AR

thepharmacyatwellington.com

(501) 708-4320

Open now: 7AM-9PM

Add a label

Suggest an edit

Popular times

Thursdays

Photos

All

Inside

By owner

Add a photo

Review summary

5

4

3

2

1

5.0

★★★★★

52 reviews

J

"Wonderful **pharmacists, staff,** and product lines."

B

"Awesome and very fast service, clean **atmosphere,** knowledgeable **people.**"

"Service is great and you feel welcome."

Write a review

Reviews

All

delivery 7

prescription 7

questions 5

chain 4

feel 4

care 3

gift 3

Candice Kuddes
3 reviews

★★★★★ 3 months ago

My family and I have been using this pharmacy since they opened. They always have a welcoming smile and greeting, and I never wait long to pick up a prescription. They are always willing to help answer questions and find coupon cards for ...

More

1

Share

Jacob W
Local Guide · 31 reviews

★★★★★ 4 months ago

The best pharmacy I've ever visited. Incredibly friendly and knowledgeable staff. The delivery

pharmacy

Back to results

Walgreens Pharmacy

4.0 ★★★★☆ (3) · \$\$
Pharmacy

Directions

Save

Nearby

Send to your phone

Share

Department of the Walgreens chain providing prescription medications & other health-related items.

15500 Chenal Pkwy, Little Rock, AR 72211

QH44+XH Little Rock, Big Rock Township, AR

walgreens.com

(501) 217-3872

Open now: 9AM-9PM

Add a label

Suggest an edit

Popular times

Thursdays

Photos

pharmacy

Back to results

Add a photo

Review summary

5

4

3

2

1

4.0

★★★★☆

3 reviews

Write a review

Reviews

Ron Crawford
1 review

★★★★★ 9 months ago

The Pharmacy Technician (Edgar) was extremely polite and helpful, his desire to satisfy me as a customer was outstanding.

Like

Share

Emrah Unal
Local Guide · 100 reviews

★★★★★ 5 months ago

Great place

1

Share

What our customers say:



Gregory Hall
2 reviews



3 days ago

As a physician, I cannot say enough great things about this pharmacy and the people who work there. They are always courteous and friendly and the service is top notch—they will go the extra mile to help you. They also are very prompt in filling prescriptions!! Just a great place!! My family and I are going to be using them for our prescription needs—they are far better than the big chain pharmacies and they open later than some on weekends—try them, you will be glad you did!!



Jerry Griffith
3 reviews

3 weeks ago

Always prompt and courteous service. No standing in long lines or long wait times. They have the staff to provide excellent service and always willing to help. Plus they have automatic refills and they always call when a prescription is ready. GREAT ORGANIZATION.



Whitney Allen recommends The Pharmacy at Wellington.

7 January

I can't say enough good things about this pharmacy. I've used Walgreens for years, and frankly just grew tired of their wait times and never friendly staff. The staff at Wellington are always helpful, kind and quick! If you live close enough, make the switch. You won't regret it!



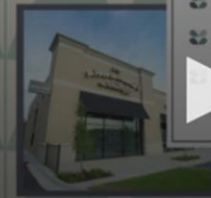
Kathy Smith
1 review

8 months ago

The most wonderful owners and their community involvement. I have never in my many years of taking maintenance medicine have ever had the personal yet free service this store offers. I have asked for a certain formula of vitamins not knowing a brand or even the possibility of finding all the requirements. They found it. That always have my solution as they are added to the list with a follow-up.

Local magazine articles and TV appearances:

Shingles shot available at The Phar...



THEPHARMACYATWELLINGTON.COM
(501) 708-4320
15400 CHENAL PARKWAY
LITTLE ROCK

View this video of us on THV11 The-Vine, on the latest shingles vaccine, Shingrix.

Little Rock Soirée - Vitamins



View this video of us on KATV, Good Morning Arkansas, on Dispill® bubble packaging for medications and vitamins.

Life in Chenal - What We Do For Patients

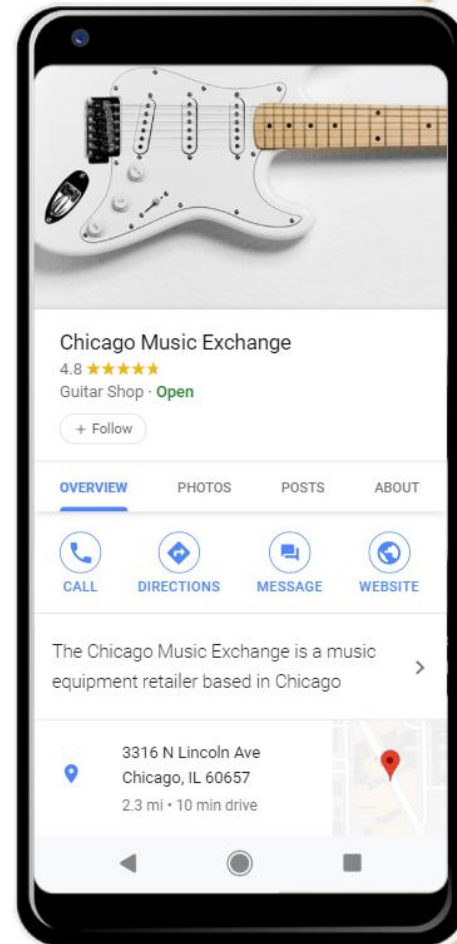
Engagement!

Go to **Google My Business**. Click “**Get on Google**”

Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now



To claim your listing, go to **Google.com/Places**. After filling out a short form, you will need to verify with Google that you are the business owner.

Add as much detail as possible at Google Places listings.

Request that google photograph the inside of our business.

Enhance your business listing with Street View

Let your customers discover your business by adding photos and a virtual tour to your online presence.

Businesses with search listings are:

- 94% more likely to be viewed as reputable
- More likely to be used than businesses without a listing.
- 29% more likely to motivate consumers to consider purchasing goods or services from them

[Ipsos MediaCT Study](#)

Carter Vintage Guitars
<https://cartervintage.com/> •
Nashville's handcrafted vintage guitar store, featuring new and used guitars, basses, mandolins, banjos, ukies and other collectibles.

Electric Guitars
From boutique to vintage, we carry a huge selection of electric ...

Acoustic Guitars
We carry a variety of acoustic guitars from iconic brands like ...

Products
Recently Viewed Products. Can't find what you're looking for ...
[More results from cartervintage.com >](#)

Carter Vintage Guitars - Home | Facebook
<https://www.facebook.com/Places/Nashville,Tennessee/Arts&Entertainment/>
★★★★★ Rating: 4.9 - 362 votes
Carter Vintage Guitars • 628 9th Ave S, Nashville, Tennessee 37203 - Rated 4.9 based on 362 Reviews "Great store! They let you try whatever you want from..."

Carter Vintage Guitars - YouTube
<https://www.youtube.com/user/cartervintageguitars/> •
Welcome to the Carter Vintage Guitars YouTube Channel! Here you will find videos of the best guitars, basses, banjos, mandolin-family instruments, amps, inter...

Carter Vintage Guitars
380 Google reviews
4.9 ★★★★★
Carter store in Nashville, Tennessee

Address: 625 8th Ave S, Nashville, TN 37203, USA
Hours: Closed - Opens 10:30AM Thu •
Phone: +1 615-915-1851

[Suggest an edit](#)

[Know this place? Answer quick questions](#)

Questions & answers
[See all questions \(11\)](#) [Ask a question](#)

Google Webmasters

Home Support Learn Connect

You want to be found on the web. We want to help.

Track your site's search performance with Google Search Console and browse around for more webmaster resources.

[SEARCH CONSOLE](#)

[GET HELP](#)

Get support for your site

If something's wrong with your site, get help fast using our top issues list, support documentation and testing tools.

[GET HELP](#)

Solicit positive reviews from your customers

Include the right key phrases on your website.

Drug store Pharmacy Prescription Pharmacist



Cheek and Scott Drugs, Inc.



July 21 at 8:04 PM · 🌐

New PPE Items and Pricing
All Locations!

We beat Amazon prices and you can pick-up Today!



Jeff Scott R.Ph



Jeff Scott, RPh



-0:05





New Suppliers on Mask means Lower Prices for You...



Exceptional Drive-Thru Experience at Cheek & Scott



Price drops and supplies are in!



Free Friday 🤔💊

20 views • 1 month ago



Inside Lobby Open Starting May 6th!



We are NOT Closed, just on the Roof! 😊



Help with arthritic knees #TrescalsFun



March Weight Loss Classes!

3 views • 4 months ago



Pharmacist Eric Johnson talks CDB Oil and Back Pain



Sarah Johnson's journey with Cheek & Scott's Jasper...



Jeff Scott, Pharmacist from Cheek & Scott, talks about...



The 3 Phases of Ideal Protein

6.1K views • 5 months ago



2010 Jeff Scott — Spiritual Health

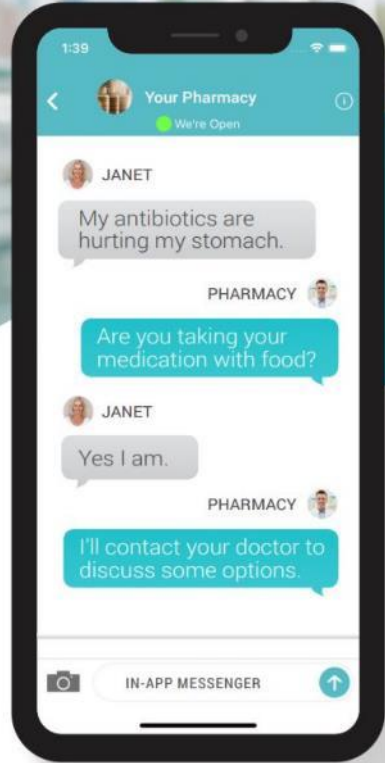


2011 Relay For Life

Cheek & Scott Pharmacy

60+ Videos

DOWNLOAD OUR APP



TEXT
RXLOCAL
TO 64890

CONVENIENT & EASY:

- Secure Messaging
- Request Refills
- Set Medication Reminders



Payless Pharmacy in Alabama

**Download our app and be able to
purchase two hand sanitizers!**

- **HIPPA Compliant texting.**
- **Permanent log of all text conversations.**
- **Pharmacy Management System compatible.**
- **Less people lining up at the drive thru.**
- **Less time on the phone.**

Thriving During a Pandemic:

- Let them know you are doing well!
- Open and Safe!
- Increase Personal Space
- Ready for Vaccines
- Product and Signage positioned to increase Impulse Sales.
- Engage customers with Google by adding digital media content.
- Be the headquarters for Home Safety and Comfort! (DME)
- Design your delivery vehicle to be a rolling Billboard. “ZMOT”





**People love
us the way we
are!**

**The
misfortunes
of opinions.**



Thank You!

Gabe Trahan
Senior Director Store Operations & Marketing

