



# The Future of Pharmacy

Yesterday – Today – Tomorrow



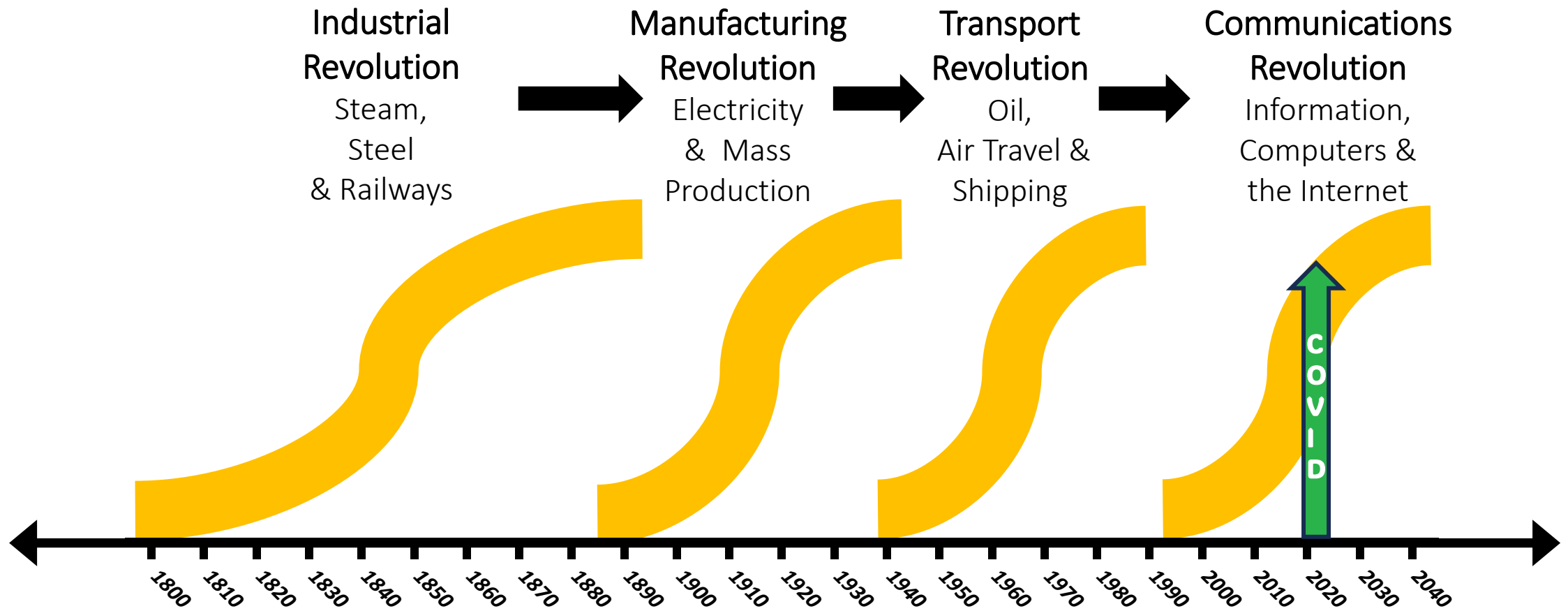
**Yesterday:**  
Prior to the year 2000 – success was measured by the number of beauty franchises in your pharmacy.





**They keep stealing your stuff!**

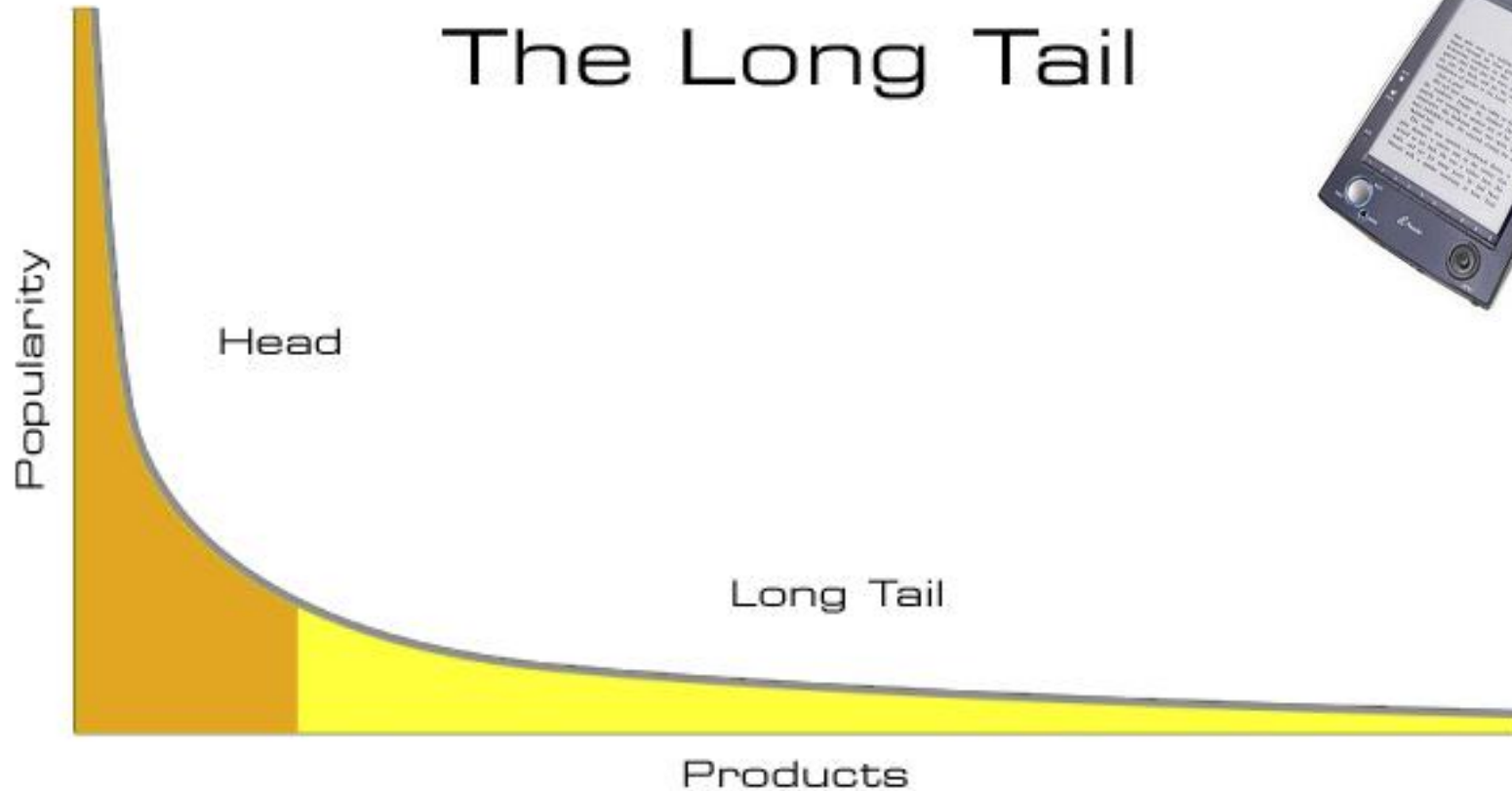
Over the last 3 decades many successful retail categories have all but disappeared from pharmacy.



## Disruptive change:

The current communications revolution (plus COVID) is resulting in a period of rapid change in all business sectors.

amazon.com.



**Today:**

E-commerce provides access to the long tail of slow-moving products. Only the short head is profitable in physical stores.

Biggest  
Range

Best  
Service

Lowest  
Price

Most  
Convenient

**Today:**  
What are **you** famous for?  
Tip: Pick **one**





**Today:**  
Know your place.  
These are all successful positions.



## Today:

Don't get left behind. Many pharmacies have not invested in their premises for 10 to 20 years (or more!)





# Customer Service

## VS

# Customer Experience

**Today:**

Customer service is no longer enough. Customer experience that fosters a feeling of belonging is the new standard.



**Today:**  
S.W.O.T. analysis  
for successful Independent Pharmacies.

Focus on a  
curated range

Increase  
instore services

Only discount  
the Known  
Value Items

Be local  
&  
engaged

**Tomorrow:**  
Strategy  
for successful Independent Pharmacies.



# The IPG Activity Programme 2024

## Instore Experience

*How our customers feel when they're instore*

Service & Store Standards

Quarterly Promotions

Customer Engagement

## Operations

*How we do things*

Inventory Management

Reporting

Special Projects

## Communications

*How we stay in touch with our staff and customers*

Team Building

Marketing

Loyalty Programme





**Tomorrow:**  
The pharmacy of the future?  
Services and Clinics + Prescriptions + Retail Healthcare



## **Tomorrow:**

It all starts here.... Ensure your pharmacy is future-proofed with multiple consulting rooms.





## Tomorrow:

Everything you do needs to build on the fact that your most popular service is **time spent with the pharmacist.**



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fellowship

knowledge

support