



INTRODUCTION

The Patient-to-Customer
Journey



What brings customers **into your pharmacy?**

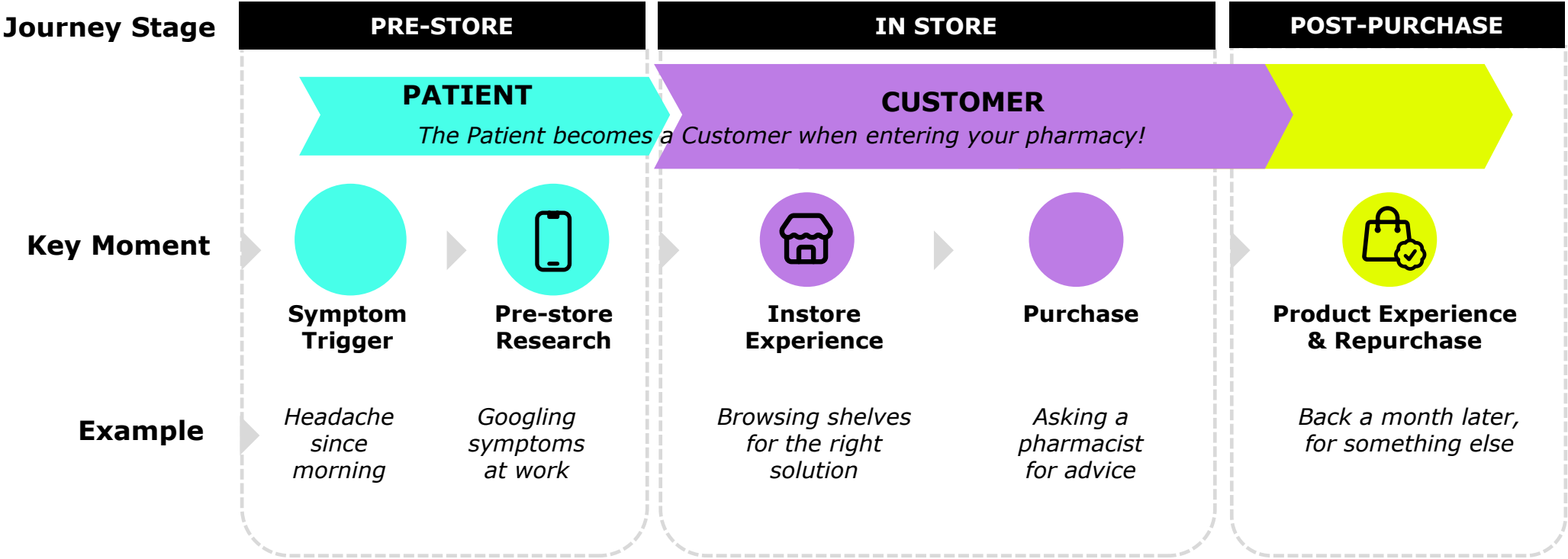
Every day, people walk into your pharmacy in a state of vulnerability; managing pain, fighting a bug, caring for a family member.

Their mission is simple: **urgent care and professional advice.**



The Patient-to-Customer Journey

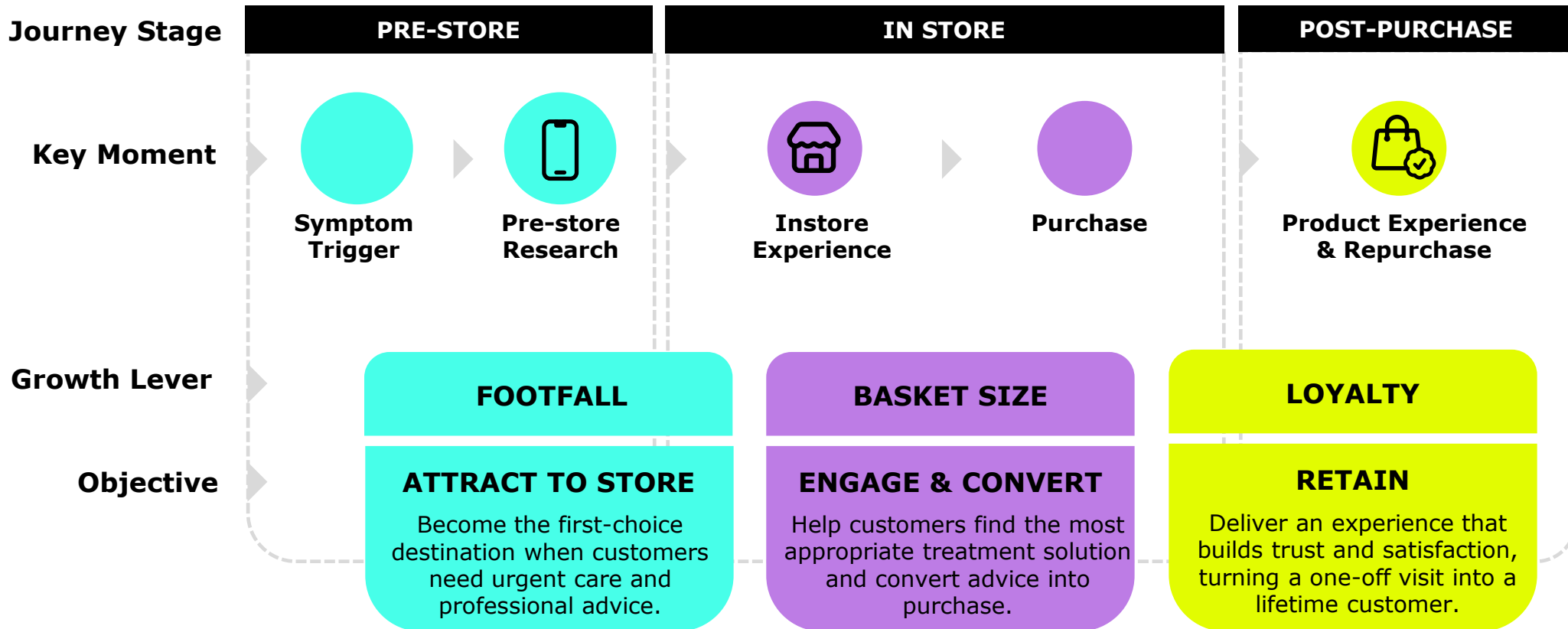
The journey begins long before a customer walks into your pharmacy and continues long after they leave.



A Patient and a Customer can have different needs, but a Customer will always shop with a Patient need in mind.

The Three Levers of Pharmacy Growth

To successfully manage their journey, focus on the three growth levers: Footfall, Basket Size, and Loyalty.



Success requires meeting patient clinical needs while delivering effective store execution for customers.



The 6Ps Pharmacy Playbook

A playbook designed to help pharmacists identify and optimize fundamental areas of perfect store execution, using the 6Ps as a growth framework to drive Footfall, increase Basket size, and build Loyalty.

THE PATIENT-TO-CUSTOMER JOURNEY

The aim of this module is to understand how patients become customers, and why pharmacy success depends on both.

PRODUCT

The aim of this module is to help choose the right range to sell and create an MSL (Must Stock List) that is always available.

PRICE

The aim of this module is to help you set a pricing strategy that reflects the value you bring, through a Good-Better-Best ladder that serves every customer.

PLACEMENT

The aim of this module is to help you plan your store and merchandise your shelves so customers can find, choose and buy the right solution in seconds.

PROMOTION

The aim of this module is to define an effective promotional strategy for your business objectives.

PEOPLE

The aim of this module is to help you equip your pharmacy team with tools across the Four Pillars of Training Excellence, so every interaction builds clinical confidence and customer trust.

POS ACTIVATION

The aim of this module is to help you activate the right touchpoints that influence patients and customers along their journey.

MEASURES OF SUCCESS

The aim of this module is to help you set execution standards across 6Ps to monitor progress and drive business performance.