

THE CHEMIST

THE COMMUNITY PHARMACY GROWTH KIT

OPERATIONS

How To Track Staff
Productivity Without
Micromanaging

CASHFLOW

Understanding & Extending
Your Pharmacy's Financial
Runway

PRODUCT

How To Buy A Profitable
Pharmacy

**Test Your Knowledge
Puzzle Inside**





Looking for better discounts?!

You work hard to keep your shelves full, but sometimes cash is limited. You wonder, if there's a way, you could stretch the shilling further.

No Stock = Lost Money

No medicine is wasted opportunity. The longer your shelves stay empty, the more you lose potential customers. That's bad for business.

- ✓ We understand your struggle. Many pharmacies face the same problem.
- ✓ We have the solution. We've helped pharmacies get stock at deep discounts—all while saving the environment too!

Fill the Shelf, Impact the Environment

- Search It – Check out products available at deep discounts.
- Order It – Choose products you want.
- Earn & Reinvest – Fill up shelves, get your money, and grow your pharmacy.

Act Now: Grow Your Pharmacy Today!

[Click](#) to order—before someone else does!



The Cost Of Waiting?

- ✗ You have empty shelves.
- ✗ You lose money.
- ✗ Your pharmacy doesn't grow.

What You Gain!

- ✓ You get stock at deep discounts.
- ✓ Your pharmacy stays profitable.
- ✓ You help the planet by reducing waste.

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This October, focus on strengthening and expanding your pharmacy. Learn how to extend your financial runway, track staff productivity without micromanaging, and even spot opportunities to buy a profitable pharmacy. Plus, discover how to turn your Google Business Profile into a customer magnet, grow through referral partners, and handle workplace conflicts in ways that build stronger teams.

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How To Track Staff Productivity Without Micromanaging

BY THE CHEMIST

The Struggle

If you've ever stood behind the counter and wondered, "*Are my staff really working as hard as they should?*" you're not alone. Many pharmacy owners feel torn—wanting to trust their teams but also needing to ensure tasks are being completed. The fear of wasted time, poor customer service, or errors can quietly erode your peace of mind.

But here's the problem: when you start watching every move, staff can feel suffocated. Rather than boosting performance, micromanaging tends to breed anxiety, chip away at team spirit, and could drive your most capable staff right out the door.

OPERATIONS: HOW TO TRACK STAFF PRODUCTIVITY WITHOUT MICROMANAGING



The Possibility

Picture a pharmacy where your team runs smoothly and gets things done—without you needing to watch their every move. Staff take ownership of their work, customers get better service, and you finally have more headspace to focus on growing the business instead of monitoring every detail. Productivity tracking doesn't have to feel like policing—it can be about building a culture of accountability and trust.

The Practical Steps

So, how do you track staff productivity without micromanaging? Here are three practical strategies:

1. Set Clear Daily or Weekly Targets

- Instead of vague instructions, define what a “productive day” looks like.
- For example, “Each staff member should complete 15 prescriptions, do two rounds of shelf checks, and handle customer queries within five minutes.”
- Clear goals give your staff a sense of direction, and you won't need to constantly check up on them.

2. Use Simple Tracking Tools

- You don't need complicated software. Even a shared checklist or logbook works.
- For instance, staff can tick off tasks like stock updates, prescription verifications, or customer follow-ups.
- When the day ends, you'll see progress at a glance—no hovering required.

OPERATIONS: HOW TO TRACK STAFF PRODUCTIVITY WITHOUT MICROMANAGING



3. Schedule Quick Check-Ins, Not Constant Oversight

- Replace random spot-checks with short, consistent meetings.
- Kick off or wrap up the day with a focused 10-minute huddle to align on priorities and progress.
- This way, you know what's happening without hanging over their shoulders all day.

Why This Works

The truth is, productivity grows where there is clarity, accountability, and trust. When your team feels ownership of their work, they'll often surprise you with how much they can achieve. And when you step back from micromanaging, you gain more time and energy to focus on big-picture growth for your pharmacy.

Share Your Story

We'd love to hear how you've successfully tracked staff productivity without resorting to micromanaging. What worked for you? We'd love to feature your insights in an upcoming issue of *The Chemist's* "From Our Readers" section.



Understanding & Extending Your Pharmacy's Financial Runway

BY THE CHEMIST

The Current Struggle

Running a pharmacy can feel like sprinting on a treadmill—constant motion, mounting pressure, and no clear end in sight. Yet many pharmacies don't know how long they could continue operating if sales were to dip. That survival window is your **financial runway**: the number of months your pharmacy can operate with its current cash and resources.

Without knowing your runway, you risk being caught off guard by sudden challenges, such as a delayed payment from insurers, a wholesaler changing credit terms, or even seasonal drops in sales.

CASHFLOW: UNDERSTANDING & EXTENDING YOUR PHARMACY'S FINANCIAL RUNWAY



The Possibility of Control

Now, imagine the opposite: You know exactly how long your pharmacy can keep the lights on, even if sales slow down tomorrow. Instead of worrying, you feel prepared. You can see ahead, optimize your inventory, and confidently invest in new services or growth—knowing your business can sustain the journey.

Having clarity on your financial runway gives you peace of mind and the power to act before problems become crises. It also gives your team confidence—they know the pharmacy isn't just surviving, but actively planning for growth.

Practical Steps You Can Take Now

Use these steps to figure out how long your pharmacy can stay afloat—and what you can do right now to stretch that time.

1. Calculate your monthly burn rate.

- Add up all the fixed and variable costs you pay in a typical month (rent, salaries, utilities, supplier payments).
- Example: If your expenses total KSh 600,000 a month, that's your burn rate.

2. Check your current runway.

- Start by calculating your monthly burn rate—this is the total amount your pharmacy spends each month to stay operational (including rent, salaries, stock, utilities, etc.).

CASHFLOW: UNDERSTANDING & EXTENDING YOUR PHARMACY'S FINANCIAL RUNWAY



- Then divide your available cash by that monthly burn rate.
- **Example:** If your monthly expenses are KSh 600,000 and you have KSh 1.8 million in cash, your runway is **3 months** ($1,800,000 \div 600,000$).

3. Look for ways to extend it.

- **Renegotiate supplier terms**—ask for longer payment windows or bulk-buy discounts.
- **Tighten your stock levels**—avoid overstocking slow movers that tie up cash.
- **Review your expenses**—cut or postpone non-essential costs.
- **Unlock faster cash**—offer everyday essentials or impulse buys that move quickly and refill your till.

4. Set a minimum runway target.

- Aim to build a 6-month financial runway as a safety net. This ensures that even if sales dip or emergencies strike, your pharmacy won't stall.

Why This Matters

Knowing your financial runway helps you breathe easier. Instead of worrying, you can plan with confidence and focus on growth. You don't need a miracle—just steady, practical steps that add up over time.

✓ Share Your Story

Share your financial runway tips or success story for a chance to be featured in *The Chemist's From Our Readers* section.

PRODUCT: HOW TO BUY A PROFITABLE PHARMACY



How To Buy A Profitable Pharmacy

BY THE CHEMIST

Buying a pharmacy is a big decision. It's your chance to shape the business you've always wanted. But it can quickly turn risky if the numbers don't work—or if you pick the wrong fit.

You're not alone. Many pharmacists have succeeded. The secret is to go step by step, not rush. Think of it as climbing a staircase, with each step taking you closer to owning a thriving pharmacy.

Step 1: Know Your Why

Before examining numbers or locations, pause and ask: *Why do I want to own a pharmacy?*

Is it financial freedom, serving your community better, or building something for your family? Your "why" will guide your choices and keep you steady when challenges come.

PRODUCT: HOW TO BUY A PROFITABLE PHARMACY



Step 2: Study the Market

A profitable pharmacy thrives where people are growing, moving, and seeking care—location is everything.

Step 3: Check the Books Carefully

This is where many buyers trip. A bustling counter means nothing if the numbers don't add up—always trust the books over appearances. Check:

- Average monthly revenue
- Profit margins
- Inventory levels
- Debts and liabilities
- Payroll and rent costs

If the owner won't share the numbers, walk away—transparency builds trust, silence signals trouble.

Step 4: Understand the Reputation

Pharmacies run on trust. Ask around—do customers praise the care or complain about empty shelves? Goodwill often outweighs inventory.

Step 5: Think About Growth Potential

Don't just buy what exists—spot what's possible. Can you add services like delivery or chronic care? Modernize with a pharmacy system? Growth potential drives long-term value.

PRODUCT: HOW TO BUY A PROFITABLE PHARMACY



Step 6: Get Professional Help

Don't go it alone—hire a pharmacy-savvy accountant, a lawyer for contracts, and a banker with industry experience. Their expertise protects you from costly missteps.

Step 7: Trust Both the Numbers and Your Gut

It's more than numbers—you'll live this business daily. Does it match your vision? Can you serve this community with pride?

Take the Leap—Wisely

Buying a pharmacy isn't luck—it's strategy, grit, and smart moves. Nail the process, and the future is yours.

Got a pharmacy purchase success story? [Tell us](#) what worked—we may feature your insights in The Chemist's "From Our Readers" section.



Dealing With Conflict In Your Pharmacy

BY THE CHEMIST

Running a pharmacy isn't just about stock, prescriptions, or cash flow—it's about navigating people with confidence. Whether it's staff tension, a frustrated customer, or your own stress, you need clear strategies to manage conflict and lead with composure.

Conflict can feel heavy, but handled well, it can strengthen your pharmacy. Here's a simple approach for when it arises.

Step 1: Recognize the Conflict Early

Small misunderstandings grow if ignored. Unheard staff may give poor service. Angry customers may not return. Step in early—before small issues become big problems.

Step 2: Listen Before You Act

When conflict hits, we often rush to defend or fix. But real solutions start with listening. Let each person speak without interruption. Most just want to feel heard—and that alone eases half the tension.

LEADERSHIP: DEALING WITH CONFLICT IN YOUR PHARMACY



Step 3: Stay Neutral, Stay Calm

Your team expects fairness. Stay calm, listen openly, and focus on the issue—not personalities. Ask: *“What happened?”* and *“What’s fair for everyone?”*

Step 4: Work Toward a Win-Win

Conflict shouldn’t leave anyone feeling defeated. For example, a rotating schedule can turn a shift dispute into a fair, pharmacy-friendly solution.

Step 5: Put the Lesson Into Practice

Every conflict teaches. Each fix turns tension into teamwork and builds a stronger pharmacy.

Why This Matters

Poor conflict management drains energy, repels customers, and weakens your team. Handled well, it builds trust, loyalty, and a culture where staff feel empowered and customers feel valued.

Your pharmacy doesn’t need to be conflict-free to grow—just conflict-ready. Lead with clarity and empathy, and every challenge becomes a chance to build trust, strengthen your team, and thrive under pressure.

Share Your Story!

Share what worked for you in handling conflict—we may feature it in The Chemist’s “From Our Readers.”



How To Turn Google Business Profiles Into Lead Machines

BY THE CHEMIST

Imagine: A mother searches for a nearby pharmacy stocking children's cough syrup late in the evening. She pulls out her phone, types *"pharmacy near me,"* and in seconds, Google lists options. Which one will she choose?

Most likely, she'll choose the pharmacy with the clearest info, helpful updates, and strong customer trust.

This is your chance to stand out, earn trust, and win that customer. Let's break it down step by step.

Step 1: See Your Profile As Your Digital Shopfront

Your Google Business Profile is your digital storefront. Keep it clear, updated, and inviting—and more customers will step in. Let it go stale, and they'll scroll past.

- Add your **pharmacy's name, location, hours, and phone.**
- Upload **clear photos** of your storefront, inside shelves, and even your team.

MARKETING: HOW TO TURN GOOGLE BUSINESS PROFILES INTO LEAD MACHINES



- Verify that your hours are accurate—nothing annoys customers more than a “closed” sign when Google indicates you are open.

Step 2: Build Trust With Reviews

A great review builds instant trust—like a warm handshake before they even walk in. It reassures new customers they’re making the right choice.

- **Invite satisfied customers** to leave a Google review—just saying “We’d love your feedback” works wonders..
- Respond to every review, good or bad. It shows you care and listen.

Step 3: Share Updates Regularly

Your profile isn’t a one-time setup. It’s an active tool for driving business—keep it fresh and relevant.

- Use the **Posts** feature to share new stock, health tips, or seasonal promotions.
- Add fresh **photos of new products** or services—think blood pressure checks, supplements, or in-store displays.

When people see activity, they see a pharmacy that is alive, active, and ready to serve its customers.



MARKETING: HOW TO TURN GOOGLE
BUSINESS PROFILES INTO LEAD
MACHINES

Step 4: Answer Questions Before
They’re Asked

Google Business Profiles let customers ask questions. Answer first—like:

- “Do you sell glucose meters?”
- “What are your vaccination hours?”

A quick, clear answer builds trust fast—and can turn a casual browser into a paying customer.

Step 5: Turn Clicks Into Visits

Each profile click—a call, direction request, or website visit—is a potential patient. Track these in your dashboard. If Saturday direction requests spike, consider extending weekend hours.

Why This Matters

A strong Google Business Profile does more than inform—it earns trust, solves problems, and drives foot traffic. It’s your first impression, and often your most powerful one.

Your pharmacy already cares for the community in person. This is how you start caring for them online, too.

MARKETING: HOW TO TURN GOOGLE BUSINESS PROFILES INTO LEAD MACHINES



✓ Next Step

Log in to your Google Business Profile today. Ask yourself: “If I were a customer searching right now, would I choose my pharmacy?” If not, make one small update. Then keep building.

Because every click, photo, and review moves your profile closer to becoming a **customer magnet**.

Tell us what worked—we’re spotlighting real success stories in *The Chemist’s* next issue. [Share](#) yours now and inspire fellow pharmacy owners.



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ORDER NOW





Growing Through Referral Partners

BY THE CHEMIST

Referrals are a growth engine hiding in plain sight. When a patient walks into your pharmacy because a trusted doctor, clinic, or local business recommended you—not because of an ad—you’ve already won half the battle. That referral carries built-in trust, credibility, and momentum. For many pharmacies, these partnerships represent one of the most powerful yet overlooked strategies for sustainable growth.

Let’s walk through it using a simple approach. Each step is a practical way to build referral partnerships that actually bring customers through your door.

SALES: GROWING THROUGH REFERRAL PARTNERS



Step 1: See the Opportunity

Community pharmacies often depend on walk-ins or repeat prescriptions. But what if you could tap into a steady stream of new customers already looking for healthcare support? Doctors, nutritionists, gyms, elder care centers, and even beauty clinics all meet people who may need your pharmacy services. That's the untapped opportunity: customers who are just one trusted recommendation away.

Step 2: Build Relationships, Not Transactions

Referrals don't come from cold emails or one-off visits. They grow from real relationships. Visit nearby clinics, introduce yourself to doctors and nurses, or have coffee with local business owners who serve similar clients. Keep it genuine. When they see you care about patients—not just sales—they'll naturally want to send people your way.

SALES: GROWING THROUGH REFERRAL PARTNERS



Step 3: Make It Easy for Them

Here's a mistake many pharmacies make: expecting referral partners to "just remember" them. Don't leave it to chance. Create a simple flyer, a WhatsApp line they can share, or even a small card they can hand patients. The easier you make it, the more likely referrals will happen.

Step 4: Give Back Without Selling

Referrals are most effective when both sides benefit. Offer free health talks for a local clinic, give discounts to gym members, or share useful content that your partners can pass on. This builds goodwill—and keeps the partnership alive.

Step 5: Stay Consistent

One chat isn't enough. Check in regularly, thank your partners for every referral, and update them on how their patients were helped. This steady follow-through strengthens relationships—and keeps the referral pipeline active and reliable.

Why This Matters

Referrals aren't just about growth. They're about being seen as part of a bigger healthcare community. Patients feel cared for, partners feel supported, and your pharmacy earns a reputation that advertising alone can't buy. That kind of trust is priceless—and it shows up in long-term loyalty.

SALES: GROWING THROUGH REFERRAL PARTNERS

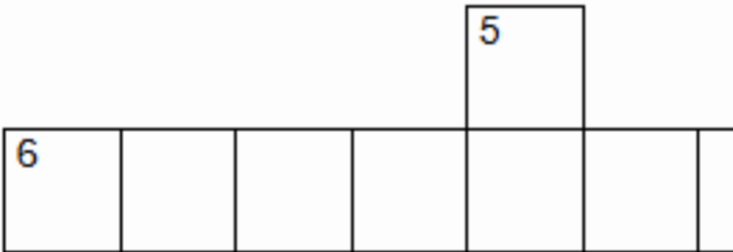
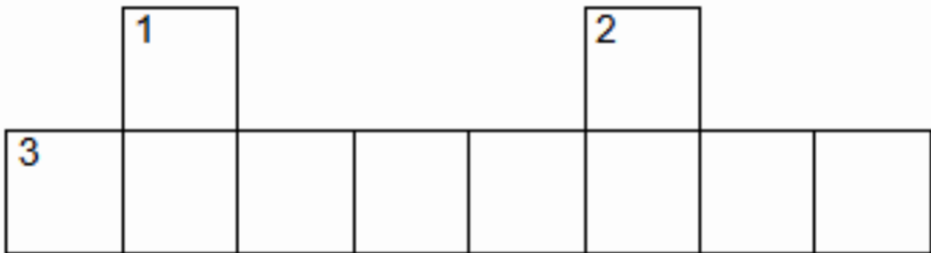


Your Turn

One relationship, one small step. Over time, those steps add up to a steady stream of customers who already trust you.

Share your referral partner success story. Tell us what worked for you, and we may feature your insights in *The Chemist's From Our Readers* section.

NEBIVOLOL by The Chemist



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 Start growing your career today.

PS: Looking for a team member to grow your pharmacy? Check out profiles of candidates looking for opportunities at <https://thechemist.co.ke/job-board/employer/> for FREE & shorten the process of getting the best candidate.