

THE **CHEMIST**

THE COMMUNITY PHARMACY GROWTH KIT

SALES

Stop Guessing What
Customers Want - Use Their
Questions To Drive Sales

LEADERSHIP

Your Pharmacy Doesn't
Need Another Busy Year - It
Needs A Plan

OPERATIONS

Stop Guessing What To Stock

DUOPHARMA
Play. Learn. Care.





Products expiring on you?

You work hard to control your inventory, but sometimes products expire on your shelves.

You wonder, if there's a way, you could prevent the headache of expiries.

Expired Stock = Additional Expenses

Expired medicine is additional discarding costs. The more products expire on your shelves, the more losses you incur. That's bad for business.

- ✓ We understand your struggle. Many pharmacies face the same problem.
- ✓ We have the solution. We've helped pharmacies get rid of slow moving stock—all while impacting their communities too!

Empty the Shelf, Impact Lives

- Post It – Post the products you want off your shelf.
- Search It – Check out the products needed for donations.
- Impact Lives – Impact lives, get rid of stress, and grow your pharmacy brand.

Act Now: Compound Your Impact Today!



Click for impact —before the items become a liability!

The Cost Of Waiting?

- ✗ You have expired items.
- ✗ You lose money.
- ✗ Your pharmacy suffers additional disposal costs.

What You Gain!

- ✓ You impact lives.
- ✓ You minimize losses.
- ✓ You grow your pharmacy brand & business.

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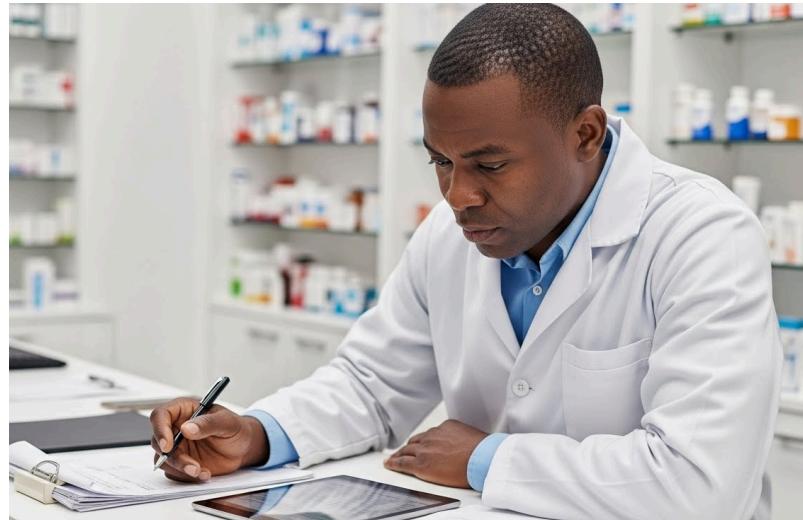
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SALES: STOP GUESSING WHAT CUSTOMERS WANT - USE THEIR QUESTIONS TO DRIVE SALES



Stop Guessing What Customers Want - Use Their Questions To Drive Sales

BY THE CHEMIST

Many pharmacy owners spend hours deciding which products to stock. You browse catalogs, check what competitors are selling, or rely on your own gut feeling. But how often do these guesses actually match what your customers need? The truth is, guessing rarely works. Sometimes you end up with products that sit on shelves gathering dust, while your clients leave without finding what they came for. It can feel frustrating, even discouraging. You want your pharmacy to grow, but constant uncertainty keeps standing in the way.

Imagine a different approach: instead of guessing, you let your customers tell you what they want. Every question they ask—whether in person, on WhatsApp, or through social media—is a clue. Each inquiry points to their needs, concerns, and preferences. Suddenly, stocking decisions become easier.

SALES: STOP GUESSING WHAT CUSTOMERS WANT - USE THEIR QUESTIONS TO DRIVE SALES



You know which products will fly off the shelves, which services your clients truly value, and how to improve your sales without wasting money or space. Your pharmacy feels more connected to your community, and your customers notice. They feel heard, appreciated, and understood.

Here's how to turn customer questions into a growth strategy:

1. Capture Every Question – Keep a simple record of what customers ask. It could be a notebook, an Excel sheet, or even your WhatsApp chat history. Include details like the product or service mentioned and the frequency of the question.

2. Spot Patterns – After a few weeks, look for repeated questions. Are many clients asking about a particular supplement, skin cream, or health device? These patterns reveal opportunities.

3. Stock Smarter – Use these insights to adjust your inventory. If several customers request a blood pressure monitor, ensure you stock it and feature it at your counter.

4. Educate While Selling – Questions often reveal confusion. Use them as an opportunity to educate your customers about benefits, proper usage, or alternatives. This builds trust and encourages repeat sales.

5. Follow Up – Track which products or advice generate the most repeat inquiries or sales. This helps refine your offerings over time, creating a self-reinforcing cycle of informed stocking and satisfied customers.



The Emotional Advantage:

Customers feel appreciated when you listen closely and respond to their questions. They notice that you understand them and anticipate their needs. This creates loyalty, word-of-mouth referrals, and a sense of pride for you as a pharmacy owner. You're no longer guessing—you're serving a community that trusts you.

From Questions To Growth:

Start today. Listen carefully, record diligently, and let your customers guide your product decisions. Each question is not just a query—it's a pathway to better sales, smarter inventory, and stronger relationships.

Share your *Stop Guessing What Customers Want* success story with us at info@thechemist.co.ke. What worked for you? We'd love to feature your insights in an upcoming issue of The Chemist's "From Our Readers" section.

LEADERSHIP: YOUR PHARMACY
DOESN'T NEED ANOTHER BUSY
YEAR - IT NEEDS A PLAN



Your Pharmacy Doesn't Need Another Busy Year - It Needs A Plan

BY THE CHEMIST

*How to Lead an Effective Strategic
Planning Meeting*

Step 1: The Pain - Busy, Tired, and Still Stuck

Most community pharmacy owners don't lack effort. You open early. You close late. You handle suppliers, staff issues, patients, paperwork, and emergencies—all in one day.

Yet at the end of the year, you ask yourself:
*“Why does it feel like we worked so hard, but
didn't really move forward?”*

A busy year is not the same as a successful year.

Business keeps the lights on.

LEADERSHIP: YOUR PHARMACY DOESN'T NEED ANOTHER BUSY YEAR - IT NEEDS A PLAN



A plan builds the future.

Leadership is not about doing more. It's about deciding **what matters most** and guiding your team towards it.

Step 2: The Wake-Up Call – Activity Is Not Direction

Many pharmacies run on momentum.

- Reorder stock because you always have
- Run promotions because competitors are doing it.
- Hire when pressure becomes unbearable.

This creates motion, not progress.

Strategic leadership starts when you pause and ask:

“Where exactly are we trying to go?”

That question deserves more than a quick answer in your head. It deserves a **planning meeting with a purpose**.

Step 3: The Foundation – Start With One Clear Goal (SMART)

An effective strategic planning meeting begins with a single **main goal**, not multiple goals.

LEADERSHIP: YOUR PHARMACY DOESN'T NEED ANOTHER BUSY YEAR - IT NEEDS A PLAN



That goal must be **SMART**:

- **Specific** – Clear and focused
- **Measurable** – You can track it.
- **Achievable** – Realistic for your pharmacy
- **Relevant** – Tied to growth, not noise.
- **Time-bound** – Has a deadline.

Example:

“Increase monthly prescription revenue by 15% within 6 months.”

This goal gives leadership clarity. Without it, meetings turn into complaints, stories, and good intentions.

Step 4: The Bridge – Turn the Goal Into Action Items (The How)

Once the goal is clear, the next leadership question is:

“How will we realistically achieve this?”

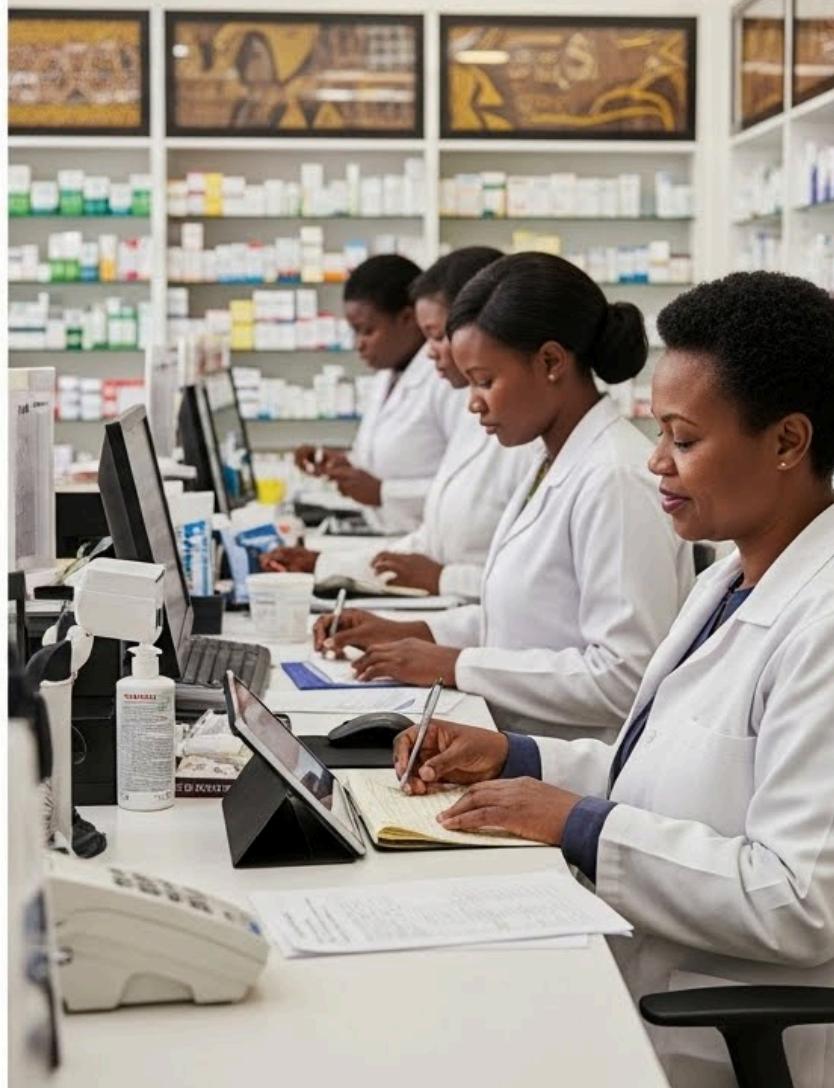
This is where **action items** come in.

Action items are not tasks yet. They are **strategies**.

For the example above, action items could be:

- Improve patient refill follow-ups.
- Train staff on prescription counselling
- Strengthen relationships with nearby clinics.

LEADERSHIP: YOUR PHARMACY DOESN'T NEED ANOTHER BUSY YEAR - IT NEEDS A PLAN



As a leader, your role is to **limit these to three to five strong actions**. Too many actions weaken focus.

Step 5: The Climb – Break Action Items Into Clear Tasks

Now we move from leadership thinking to execution.

Each action item must be broken into **small, clear tasks** that can actually be done.

For example:

Action item: Improve patient refill follow-ups

- Create a simple refill reminder list.
- Assign one staff member per shift.
- Test WhatsApp reminders for 30 days

Tasks should answer:

- Who is responsible?
- By when?
- How will we know it's working?

This is where many plans fail—not because the idea was bad, but because tasks were never clear.

Step 6: The Human Side – Involve Your Team

A plan written alone feels heavy.

A plan built together feels motivating.

LEADERSHIP: YOUR PHARMACY DOESN'T NEED ANOTHER BUSY YEAR - IT NEEDS A PLAN



Invite your team to the planning meeting. Ask them:

- “What is slowing us down?”
- “What do customers complain about most?”
- “What do you think we can improve quickly?”

When staff see their ideas reflected in the plan, they stop feeling like workers and start acting like owners.

That is leadership.

Step 7: The Shift – From Firefighting to Focus

When you lead with a clear plan:

- Decisions become easier
- Staff know what matters.
- Progress becomes visible

You may still be busy, but now every ounce of effort drives toward a single, clear goal.

Your pharmacy doesn't need another exhausting year.

It needs a leader with a plan.

Your Next Step

Ensure you schedule a strategic planning meeting before the end of the month.

LEADERSHIP: YOUR PHARMACY
DOESN'T NEED ANOTHER BUSY
YEAR - IT NEEDS A PLAN

GOAL

EXCELLENT

CUSTOMER

SERVICE

Not to talk about everything—
but to agree on **one clear goal**, a few action items, and simple tasks.

That one meeting can set the tone for your entire year.

Share your **planning** success story with us at info@thechemist.co.ke. What worked for you?
We'd love to feature your insights in an upcoming issue of *The Chemist*'s "**From Our Readers**"
section.

OPERATIONS: STOP GUESSING WHAT TO STOCK



Stop Guessing What To Stock

BY THE CHEMIST

Using AI to Predict Demand, Cut Costs, and Run a Smoother Pharmacy

The Daily Guesswork Pharmacies Know Too Well

It's 5pm.

A customer requests a fast-moving item that you have *just* run out of.

Meanwhile, slow stock sits on the shelf, tying up your cash.

You order based on experience, instinct, or last month's numbers. Sometimes it works. Sometimes it doesn't.

This guessing game is stressful. It affects cash flow, staff morale, and customer trust. And many pharmacy owners quietly ask themselves:

"There must be a better way than this."

There is—, and it doesn't start with expensive systems or complicated technology.

OPERATIONS: STOP GUESSING WHAT TO STOCK



What Happens When Stocking Decisions Are Data-Led

Pharmacies that use simple AI-driven tools see a different daily reality:

- Fewer stock-outs of fast movers
- Less capital tied up in slow-moving or expired stock.
- Faster order preparation
- Fewer picking and labelling mistakes
- Calmer, more predictable operations

This isn't about robots replacing pharmacists.

It's about using data to support better decisions.

How AI Helps Pharmacies Stop Guessing

Let's break it down in practical, pharmacy-friendly terms.

1. Predicting Demand at SKU Level (Not Guesswork)

AI analyzes your historical sales data and identifies patterns that humans may miss.

It can help answer questions like:

- Which SKU sells more on weekends?
- Which items spike during the cold season?
- Which products look busy but actually move slowly?

OPERATIONS: STOP GUESSING WHAT TO STOCK



Instead of ordering “what feels right,” AI helps AI improves: you order:

- The **right** quantity
- At the **right** time
- For the **right** products

It reduces emergency orders and last-minute panic.

2. Cost Savings Without Cutting Quality

Overstocking is expensive. Understocking costs trust.

- Inventory turnover
- Cashflow visibility
- Reduced expiry losses

Less dead stock means more cash available for:

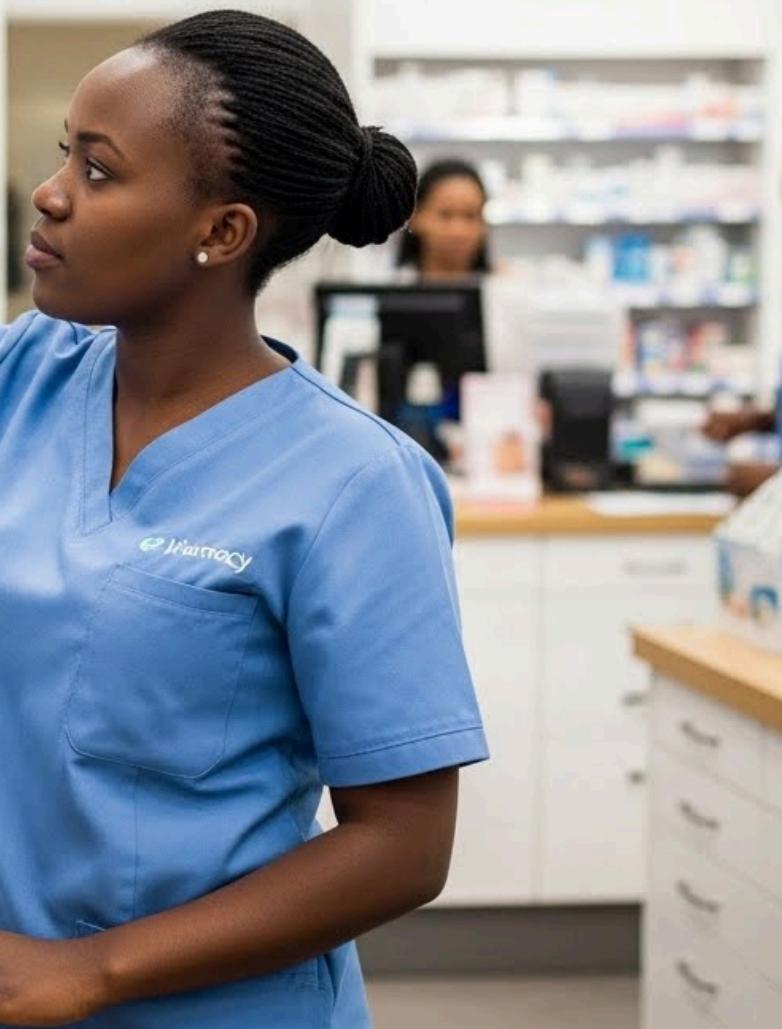
- New product lines
- Better pricing
- Store improvements

Saving money here doesn't hurt service—it improves it.

3. Operational Efficiency Your Team Can Feel

Operations become smoother when demand is predictable.

OPERATIONS: STOP GUESSING WHAT TO STOCK



AI supports:

- Faster order preparation
- Better order accuracy
- Reduced time spent checking, recounting, and correcting mistakes

Some systems even support **auto-labelling**, reducing manual errors and saving staff time.

Your team spends less time fixing problems—and more time serving customers.

4. Fewer Errors, Less Stress

Order mistakes are costly:

- Wrong quantities
- Wrong items

- Missed fast movers

AI flags unusual patterns early:

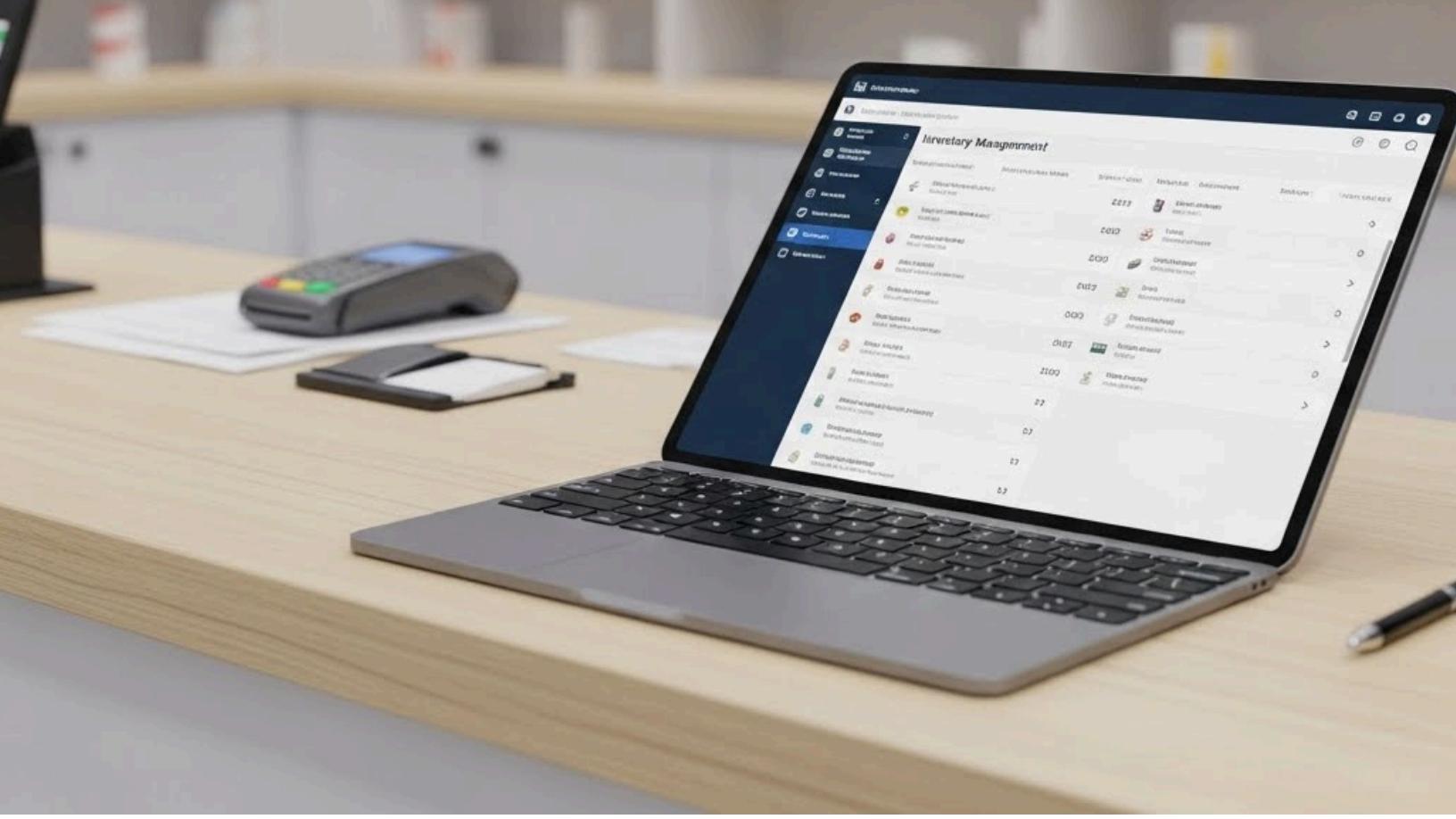
- A sudden drop in a normally fast SKU
- A supplier delivery mismatch
- A product that is quietly becoming obsolete

That early warning saves time, money, and frustration.

5. Where to Start (Without Complex Systems)

You don't need a full AI overhaul to begin.

OPERATIONS: STOP GUESSING WHAT TO STOCK



Start small:

- Use POS reports more intentionally (weekly, not monthly)
- Track the top 20 SKUs by volume and value.
- Use simple demand forecasting tools built into some pharmacy systems.
- Ask suppliers what data tools they already offer.
- Even spreadsheets + basic forecasting logic is a step forward.

The goal isn't perfection.

It's **better decisions than yesterday.**

The Real Shift: From Guessing to Confidence

Many pharmacy owners don't fear technology.

They fear complexity, cost, and disruption.

But AI in operations is not about change for the sake of change.

It's about peace of mind.

Knowing:

- What to stock
- When to reorder
- Where your cash is tied up

OPERATIONS: STOP GUESSING WHAT TO STOCK



That confidence changes how you run your pharmacy.

From Stress To Control

You already make dozens of decisions every day.

AI simply helps you make fewer wrong ones.

And in pharmacy operations, fewer mistakes mean:

- Lower costs
- Happier staff
- Better customer experience

That's growth you can feel.

Share your Stock success story with us at info@thechemist.co.ke. What worked for you? We'd love to feature your insights in an upcoming issue of The Chemist's "From Our Readers" section.

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Business Expense Categories Every Pharmacy Should Track

BY THE CHEMIST

Running a community pharmacy can feel like pouring water into a bucket with tiny holes. Sales come in, but somehow, cash still feels tight. You work hard, your shelves are full, customers are coming in... yet the numbers don't reflect the effort.

Very often, the problem is not revenue.

It's how expenses are tracked, grouped, and understood.

It is not about cutting costs for the sake of it. It's about *seeing clearly*—so your pharmacy can grow without cashflow stress.

CASHFLOW: BUSINESS EXPENSE CATEGORIES EVERY PHARMACY SHOULD TRACK



Why Expense Tracking Feels So Frustrating

Pharmacies often record expenses solely to meet their accountant's requests. Receipts are bundled together, categories are vague, and decisions are made on gut feel.

The emotional cost?

- Anxiety when rent is due
- Guilt when you delay paying suppliers
- Confusion when sales grow but cash doesn't

Poor categorisation hides the truth. And when you can't see clearly, every decision feels risky.

Why Poor Categorization Kills Decision-Making

When expenses are lumped together:

- You can't tell what is helping growth.
- You can't see what is draining cash.
- You delay hiring, marketing, or expansion out of fear.

Good categorization doesn't just help accountants.

It gives *you* confidence.

CASHFLOW: BUSINESS EXPENSE CATEGORIES EVERY PHARMACY SHOULD TRACK



The 7 Business Expense Categories Every Pharmacy Should Track

1. Cost of Stock (Cost of Goods Sold)

This is your biggest cash outflow.

Track:

- Purchases by supplier
- Fast-moving vs slow-moving stock
- Expired and damaged stock should be separated.

Why it matters:

If you don't separate expired stock from normal purchases, you'll never know how much cash is quietly leaking from poor ordering decisions.

2. Staff Costs

Include:

- Salaries
- Overtime
- Casual staff
- NHIF, NSSF, and other statutory costs

Why it matters:

Staff costs should grow in line *with* sales, not at a rate faster than sales. ©

CASHFLOW: BUSINESS EXPENSE CATEGORIES EVERY PHARMACY SHOULD TRACK



Tracking this helps you know when hiring is a smart move—and when it's hurting cash flow.

3. Rent & Occupancy Costs

Track:

- Rent
- Service charge
- Utilities (water, electricity, internet)

Common blind spot:

A common oversight is neglecting utility costs until the bills become overwhelming. Yet they quietly affect monthly cash stability.

4. Marketing & Customer Growth Costs

Include:

- Posters and flyers
- WhatsApp promotions
- Discounts and loyalty offers
- Website and social media tools

Mindset shift:

This is not “extra spending.”

This is an **investment**. When tracked properly, you can see which efforts bring customers back—and which don't.

CASHFLOW: BUSINESS EXPENSE CATEGORIES EVERY PHARMACY SHOULD TRACK



5. Operations & Systems

Track:

- POS systems
- Accounting software
- Packaging materials
- Delivery costs

Why it matters:

Small operational costs often go unnoticed, yet these are predictable expenses. When tracked they accumulate quickly and impact clearly, they stop becoming “surprise profitability. Some improve speed and emergencies.” accuracy. Others quietly slow you down.

6. Compliance & Professional Fees

Include:

- Pharmacy board fees
- Licenses
- Insurance
- Accounting and audit fees

Cashflow insight:

CASHFLOW: BUSINESS EXPENSE CATEGORIES EVERY PHARMACY SHOULD TRACK



7. Owner-Related & One-Off Expenses

Track separately:

- Owner drawings
- Repairs and equipment
- One-time purchases

Big mistake:

Mixing personal withdrawals with business expenses makes the pharmacy look weaker than it really is—and leads to bad decisions. You begin to see which costs support your pharmacy's future—and which ones don't.

A Simple Starting Point (No Complex Linking Expenses to Growth (Not Just Systems Needed) Cost-Cutting)

Here's the mindset shift many pharmacies need:

The goal is not to spend less.

The goal is to spend *better*.

When expenses are clearly categorized:

- You protect cashflow
- You invest with confidence.
- You stop fearing growth.

You don't need fancy software to start.

CASHFLOW: BUSINESS EXPENSE CATEGORIES EVERY PHARMACY SHOULD TRACK



This week:

- Review last month's expenses
- Re-label them using the categories above.
- Ask one question: *Which of these helped my pharmacy grow?*

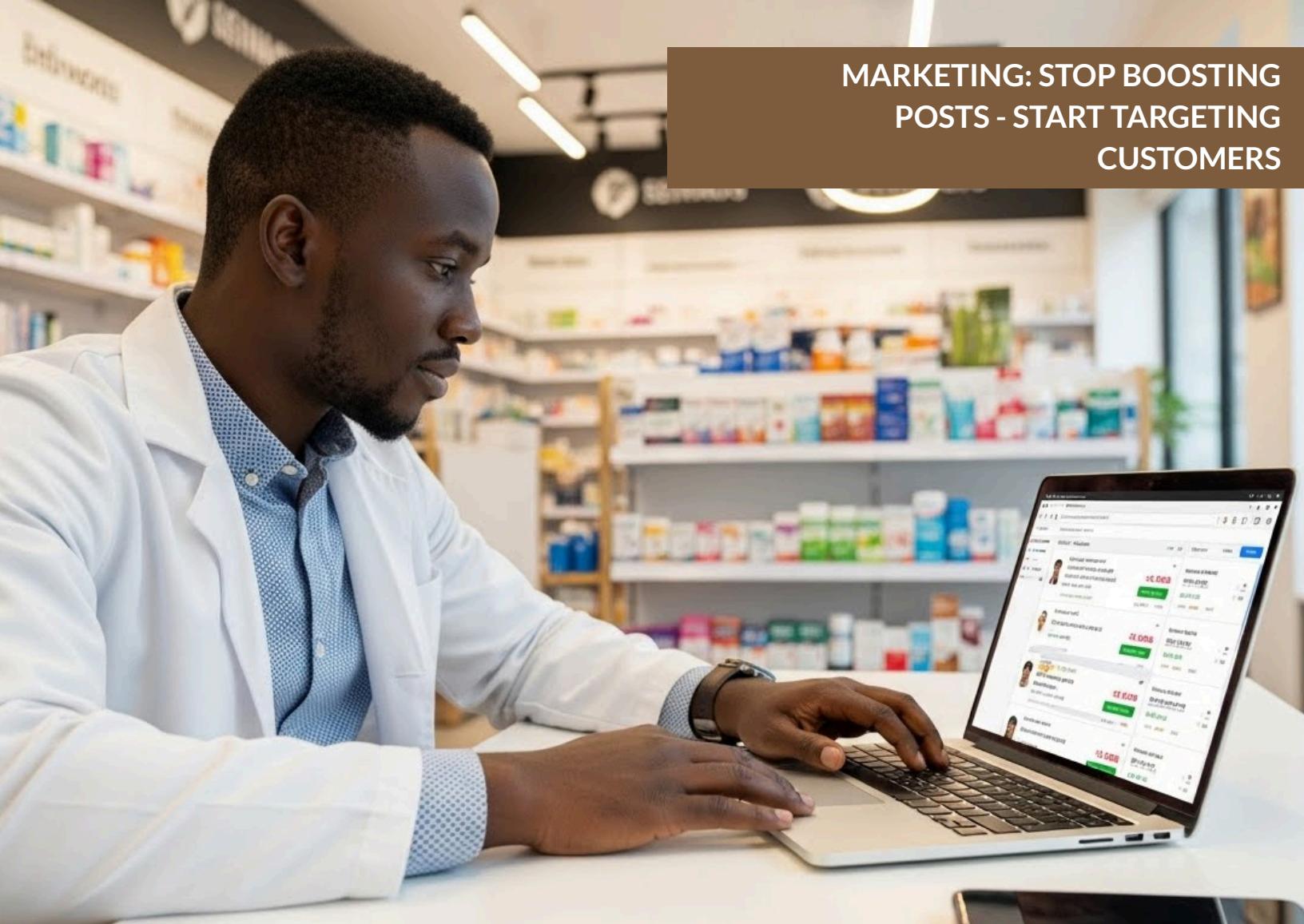
That clarity alone changes how you sleep at night.

Start Small. Track Smart. Grow Steady.

You didn't open your pharmacy to feel constantly stressed about money.

Tracking expenses by category helps you build peace of mind, confidence, and financial control.

Share your **Business Expense Categories** success story with us at info@thechemist.co.ke. What worked for you? We'd love to feature your insights in an upcoming issue of *The Chemist's "From Our Readers" section.*



Stop Boosting Posts - Start Targeting Customers

BY THE CHEMIST

Busy Ads, Little Impact

Many community pharmacies are spending money on ads — but still asking, “*Why aren’t more customers walking in?*”

You boosted a post.

It got likes.

Maybe even comments.

But at the end of the month, sales didn’t really move.

If this feels familiar, you’re not alone. Many pharmacies start paid advertising by boosting posts because it’s easy, fast, and feels safe. But boosting is often the most expensive way to get the **least useful results**.

The problem isn’t ads.

The problem is **how** the ads are being used.

MARKETING: STOP BOOSTING POSTS - START TARGETING CUSTOMERS



TARGETED AD



Ads That Bring the Right Customers

Targeted ads don't try to reach *everyone*.

They focus on the **right person, at the right time, with the right message**.

Instead of hoping your post reaches someone who *might* need Panadol or BP checks, targeted ads work quietly in the background to:

- Reach people actively searching for help.
- Remind past customers to come back.
- Educate new customers before they walk into your pharmacy.

That's when ads stop feeling like an expense – and start feeling like an investment.

Knowing Which Ad to Use (and When)

Let's break this down in practical terms.

1. Boosted Posts – When (and When Not) to Use Them

Best for:

- Announcements (new opening hours, renovations, holidays)
- Community awareness (health days, free screenings)
- Light visibility in your neighborhood

Not good for:

- Driving real sales
- Promoting high-value services
- Long-term growth

MARKETING: STOP BOOSTING POSTS - START TARGETING CUSTOMERS



Common mistake:

Boosting every post and expecting sales.

Boosted posts show your content to *more people*, but not necessarily to *people who need you right now*.

Think of boosting as a loudspeaker – not a sales tool.

2. Facebook & Instagram Ads – Best for Local Demand

Best for:

- Promoting pharmacy services (BP checks, diabetes care, vaccinations)

- Retargeting people who visited your page or website
- Reaching people near your pharmacy

Why they work:

These platforms are excellent at **location-based targeting** and reminders.

Example:

Someone searched for “blood pressure symptoms” last week.

Your ad shows up today saying:

“Free BP check available at [Your Pharmacy]. Walk in today.”

MARKETING: STOP BOOSTING POSTS - START TARGETING CUSTOMERS



That feels relevant — not interruptive.

Best for:

Common mistake:

Running ads without a clear action:

- No call button
- No directions
- No clear offer

If the customer doesn't know what to do next, they won't act.

3. Google Ads – Best for High-Intent Customers

- “Pharmacy near me”
- “Buy a glucose monitor.”
- “Emergency pharmacy open now.”
- Prescription-related searches

Why they work:

Google Ads reach people who are **already looking for help.**

You're not convincing them they need a pharmacy.

They've already decided — they're just choosing **which one.**

Google

Q pharmacy near me

0



Common mistake:

Ignoring Google Ads completely or sending traffic to a weak page.

If your Google ad sends customers to:

- No clear contact details
- No map
- No services listed

You lose the sale even after paying for the click.better."

4. YouTube Ads – Best for Trust and Education builds trust faster than text alone.

Best for:

Common mistake:

Using YouTube ads to sell immediately.

MARKETING: STOP BOOSTING POSTS - START TARGETING CUSTOMERS



YouTube ads are most effective for building awareness and trust at the start of the customer journey, rather than driving immediate sales.

The Big Mistakes Pharmacies Keep Making

Let's call them out clearly:

1. Boosting instead of targeting
2. Running ads without a clear goal
3. Sending traffic with no follow-up
4. Expecting one ad to do everything
5. Stopping ads too early before learning what works

Ads need testing, patience, and clarity — not guesswork.

A Simple Way to Think About Paid Traffic

Here's an easy rule:

- **Boosted Posts** → Awareness
- **Facebook & Instagram Ads** → Local engagement & reminders
- **Google Ads** → Immediate demand
- **YouTube Ads** → Trust & education

Each platform has a job.

When you use the right one at the right time, results follow.

**MARKETING: STOP BOOSTING
POSTS - START TARGETING
CUSTOMERS**



Turning Ads Into Foot Traffic

You don't need a big budget.

You don't need to be a marketing expert.

You just need to stop boosting blindly – and start targeting intentionally.

Small, smart ads can quietly bring the right customers through your door – day after day.

Share your **Ads** success story with us at info@thechemist.co.ke.

What worked for you? We'd love to feature your insights in an upcoming issue of *The Chemist's "From Our Readers"* section.



Expand Your Pharmacy Revenue with the 7-Day AM/PM Pill Box

Boost Sales and Client Satisfaction

- Increase your pharmacy's revenue streams effortlessly.
- Enhance customer loyalty and satisfaction with a practical, daily-use product.

Ensure Medication Adherence

- Help your clients manage their medication schedules effectively and conveniently.
- Improve health outcomes with easy-to-use, organized pill boxes.

Special Offer: Limited-Time Only

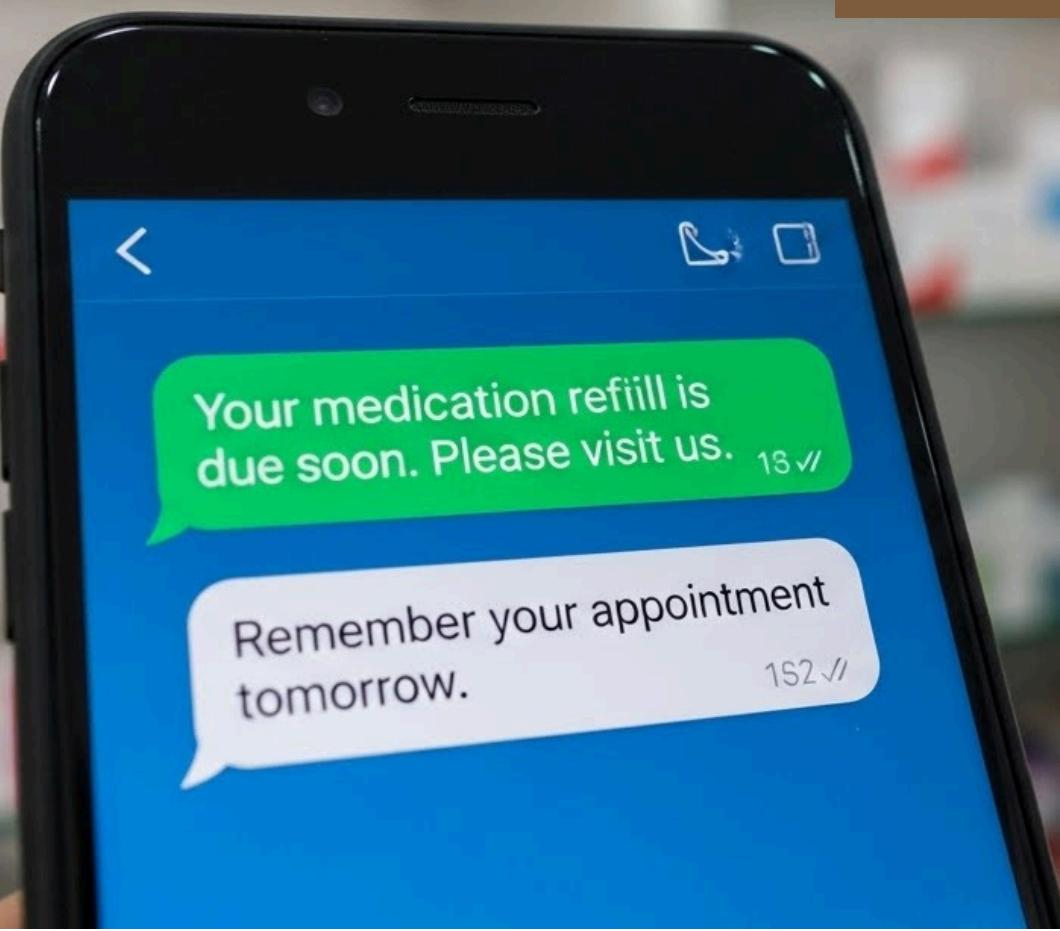
- Receive a 10% discount on your first purchase when you use the discount code "THECHEMIST"!
- Enjoy free shipping on all orders placed this month*

*Terms & Conditions Apply



ORDER NOW





Innovative Product Spotlight: Digital Refill Reminder (SMS/WhatsApp)

BY THE CHEMIST

The Simplest Way To Increase Repeat Sales Without Pushing Products

Many pharmacies lose sales quietly.

Not because customers don't need medicines, but because they **forget to return**.

A Digital Refill Reminder Service uses **SMS** or **WhatsApp** to remind patients when it's time to refill their medicines. No chasing. No pressure. A timely reminder that keeps care consistent and sales steady.

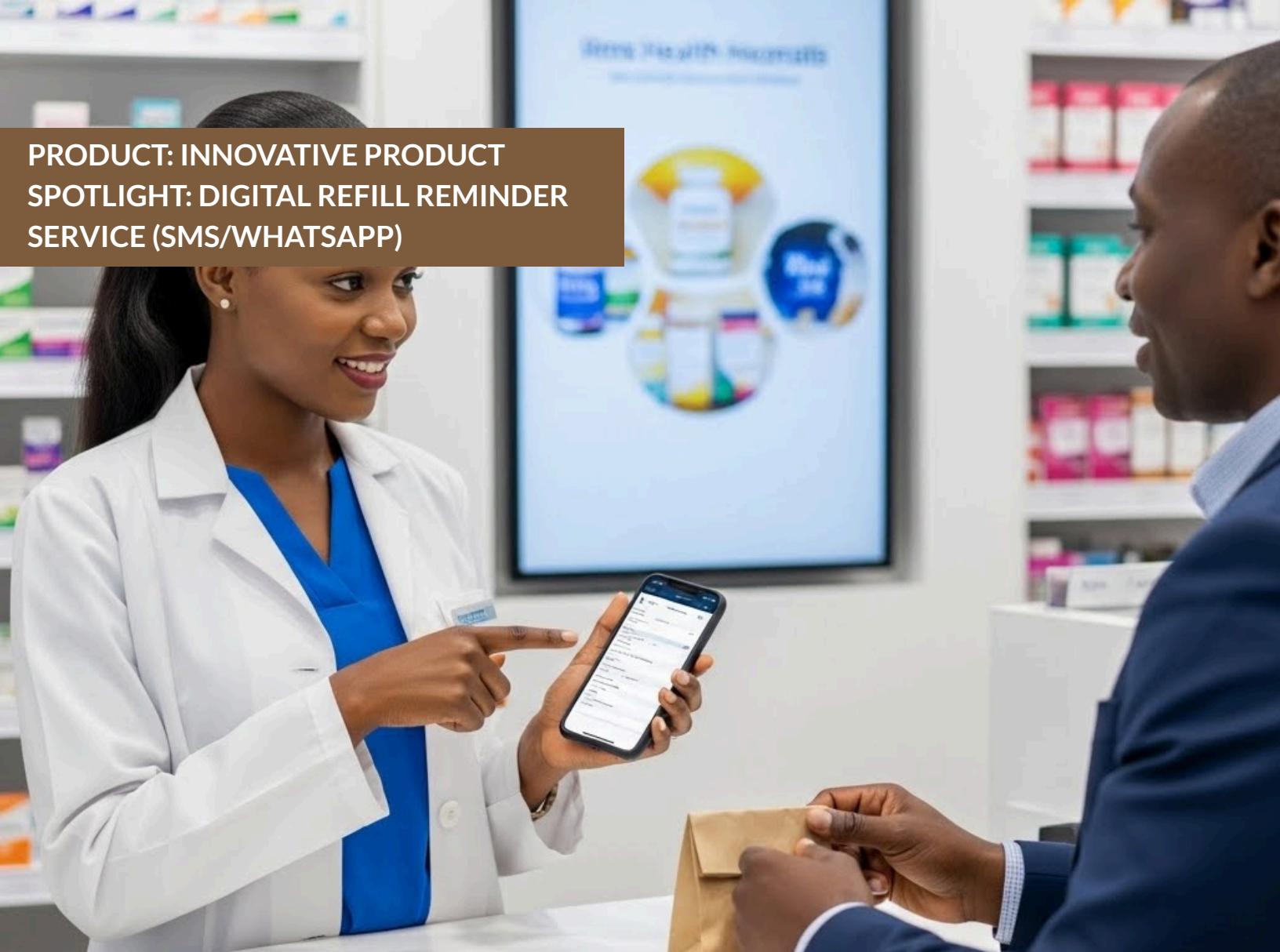
This is not a "tech product".

It's a **revenue habit-builder**.

What Is A Digital Refill Reminder Service?

It's a simple system that sends automated messages to customers based on:

PRODUCT: INNOVATIVE PRODUCT SPOTLIGHT: DIGITAL REFILL REMINDER SERVICE (SMS/WHATSAPP)



- Their last purchase date
- Expected duration of treatment
- Chronic or repeated medication cycles

Messages go out via:

- **SMS** (works on any phone)
- **WhatsApp** (higher engagement, more conversational)

Example message:

Hello Mary, this is a friendly reminder that your blood pressure medication may be due for a refill. You can visit us or reply YES, and we'll prepare it for you.

Target Market

Primary Customers

- Chronic care patients (diabetes, hypertension, asthma)
- Elderly patients
- Caregivers buying on behalf of others
- Customers on long-term supplements or baby products

Best-Fit Pharmacies

- Community pharmacies
- Pharmacies with repeat customer traffic
- Pharmacies that are already using WhatsApp for communication.

Simple. Personal. Effective.



Value To Clients (Patients)

Short-Term Value

- No more missed doses
- Less stress remembering refill dates
- Faster service when refills are prepared in advance

Long-Term Value

- Better treatment adherence
- Improved health outcomes
- Stronger trust in the pharmacy as a care partner

From the customer's view, this feels like **care**, not marketing.

Value To The Pharmacy

This is where the real impact is.

1. Predictable Repeat Sales

Refill reminders turn one-time buyers into recurring customers.

2. Higher Customer Retention

Patients are far less likely to switch pharmacies when reminders come from you.

3. Better Stock Planning

You can anticipate demand before customers walk in.



4. Stronger Pharmacy Brand

You become the pharmacy that 'checks in', not the one that just sells.

Selling & Implementation Strategies

You don't need complex software to start.

Start Simple

- Use your POS or manual records to track refill dates.
- Begin with 10–20 chronic care customers.
- Send reminders manually or via WhatsApp Business labels.

At The Counter

- Ask: "*Would you like us to remind you when this medicine is due again?*"
- Get consent and preferred contact (SMS or WhatsApp)

Grow Gradually

- Move from manual reminders → scheduled broadcasts → automated tools.
- Segment customers by condition or refill cycle



Marketing Suggestions

WhatsApp Broadcast

Never forget your refills again. Ask us about our free refill reminder service.

In-Store Poster

We remind you. You stay healthy.

Staff Script

"Many of our customers like refill reminders so they don't run out. Would you like us to add you?"

This works best when positioned as a **service**, not a promotion.

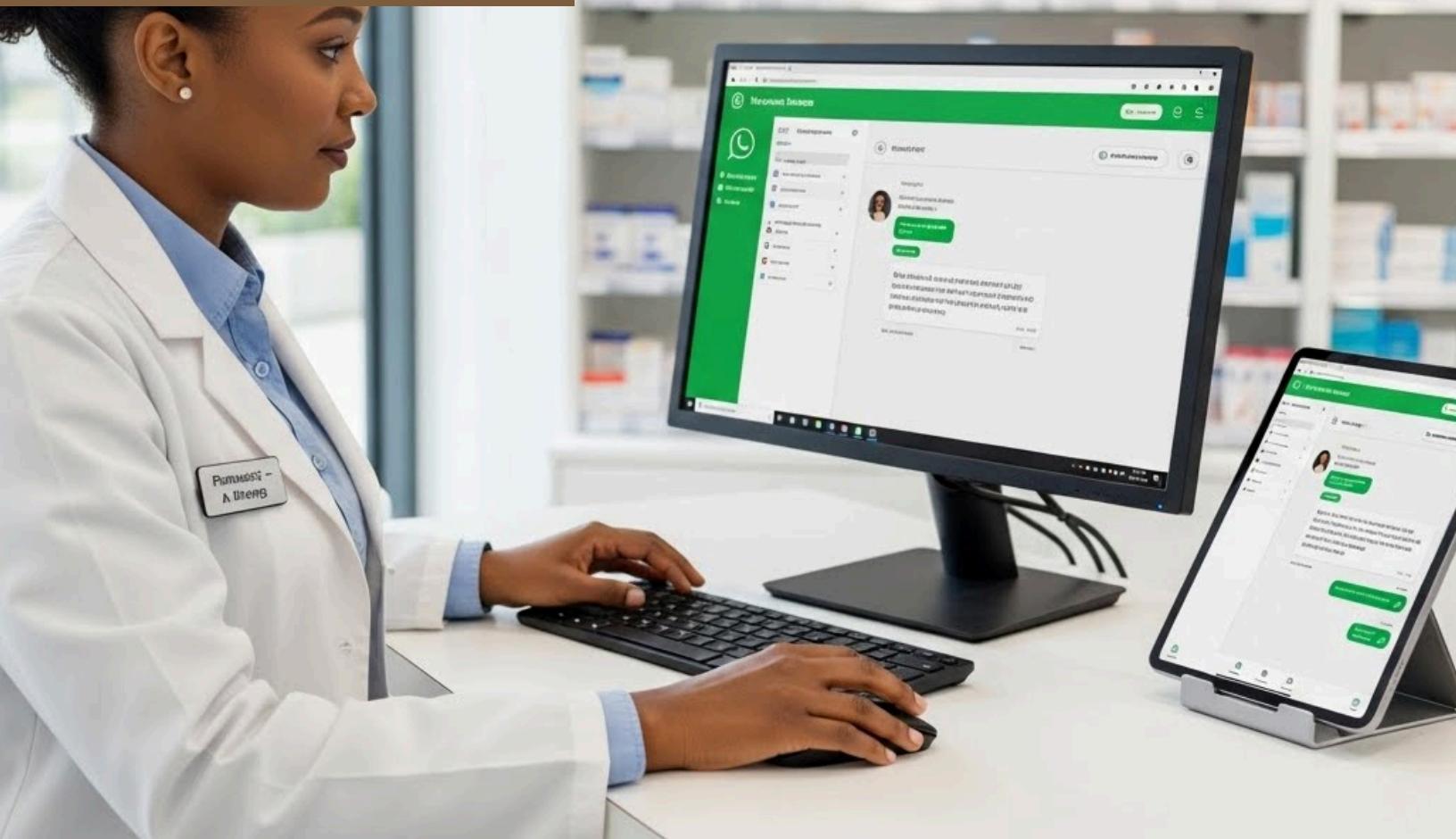
Sales Impact (What To Expect)

While the service itself may be free or low-cost, the return comes from:

- Increased refill frequency
- Reduced customer drop-off
- Higher lifetime value per patient

Even a **10-15% improvement in repeat visits** can significantly lift monthly revenue — especially in chronic care categories.

**PRODUCT: INNOVATIVE PRODUCT
SPOTLIGHT: DIGITAL REFILL REMINDER
SERVICE (SMS/WHATSAPP)**



Why This Product Matters Now

Customers are already on their phones.

Pharmacies are already on WhatsApp.

The gap is **consistent with follow-up**.

A Digital Refill Reminder Service bridges that gap quietly, affordably, and effectively.

No ads.

No discounts.

Just better timing.

Growth Opportunity

Since most pharmacies rely on repeat customers, refill reminders have become essential—not optional.

They are one of the **lowest-effort, highest-return digital services** you can offer.

Sometimes, growth doesn't come from selling more products; it comes from **remembering when your customers need you most**.

Share your **Refill Reminder** success story with us at info@thechemist.co.ke.

What worked for you? We'd love to feature your insights in an upcoming issue of *The Chemist's "From Our Readers"* section.

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4

DAY STREAK



4360

POINTS

11%

31/282

COMPLETED

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A

22 units



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