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THE CHEMIST

THE COMMUNITY PHARMACY GROWTH KIT

LEADERSHIP

Stop Doing Everything: The Hidden Cost Of Being A Pharmacy Solopreneur

SALES

The Membership Pharmacy Model: Turning Customers Into Monthly Revenue

OPERATIONS

Operational Workflow: Where Many Pharmacies Lose Time (And Money)

RENEW RX
Impacting Lives, Restoring Nature

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.
✓ Your minimize losses.
✓ You grow your pharmacy brand & business.

Table of Contents

February is about building a pharmacy that works for you—not the other way around.

In this issue, we explore what holds pharmacy owners back, how membership models can create steady monthly income, and where simple workflow fixes can save time and money, helping you grow with clarity and confidence.

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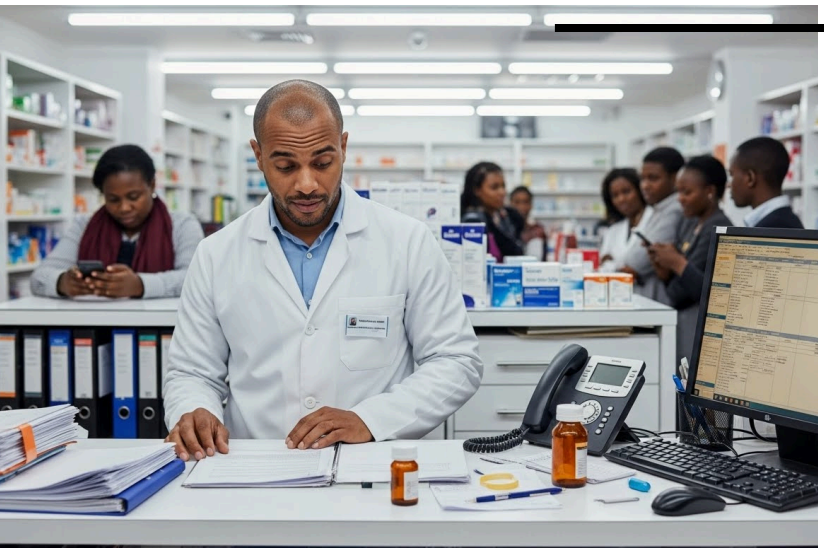
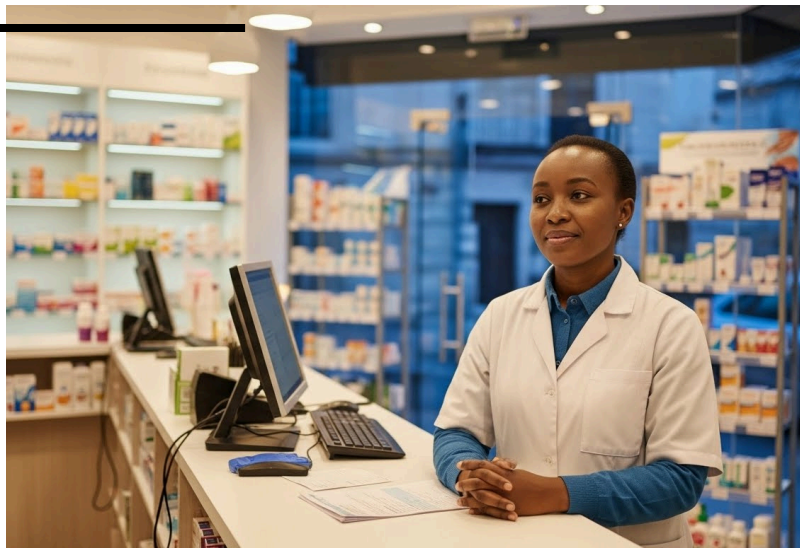




Stop Doing Everything: The Hidden Cost Of Being A Pharmacy Solopreneur

BY THE CHEMIST

The Struggle You Don't Talk About

Running your own pharmacy is exciting. You're the owner, the pharmacist, the manager, the salesperson, and sometimes even the cleaner. Initially, doing everything yourself may seem necessary. After all, who else will ensure the shelves are stocked, patients are satisfied, and the books balance at the end of the month?

But here's the truth: when you try to do it all, something always suffers. Your energy, your health, and even your growth plans take a hit. You may think working 12–14 hours a day is dedication, but it's actually a hidden cost—one that quietly slows your pharmacy's progress.

LEADERSHIP: STOP DOING EVERYTHING: THE HIDDEN COST OF BEING A PHARMACY SOLOPRENEUR

The Real Cost of "I Can Do It All"

Being a solopreneur may feel heroic, but it comes with real consequences:

- **Missed Opportunities:** When you're tied up in daily tasks, you miss chances to connect with suppliers, implement promotions, or explore new revenue streams.
- **Staff Burnout (Even If It's You!):** Juggling everything on your own quickly erodes your focus and leaves you mentally exhausted. Mistakes creep in, customer service suffers, and stress builds.
- **Limited Growth:** Growth isn't just about working harder. It's about leveraging people, systems, and smart tools to expand what your pharmacy can achieve.

Imagine two pharmacies. Both have the same potential customers and revenue opportunities. Now imagine two pharmacies with the same customers and revenue potential—one owner struggles alone, while the other delegates through simple systems and concentrates on high-impact work. Guess which pharmacy grows faster? The one that lets go of doing everything.

A Better Way Forward

You don't have to do it all alone. Start by identifying the tasks that *truly* need your expertise. Let staff, technology, or even part-time help handle the rest.

Here are three practical steps to start:

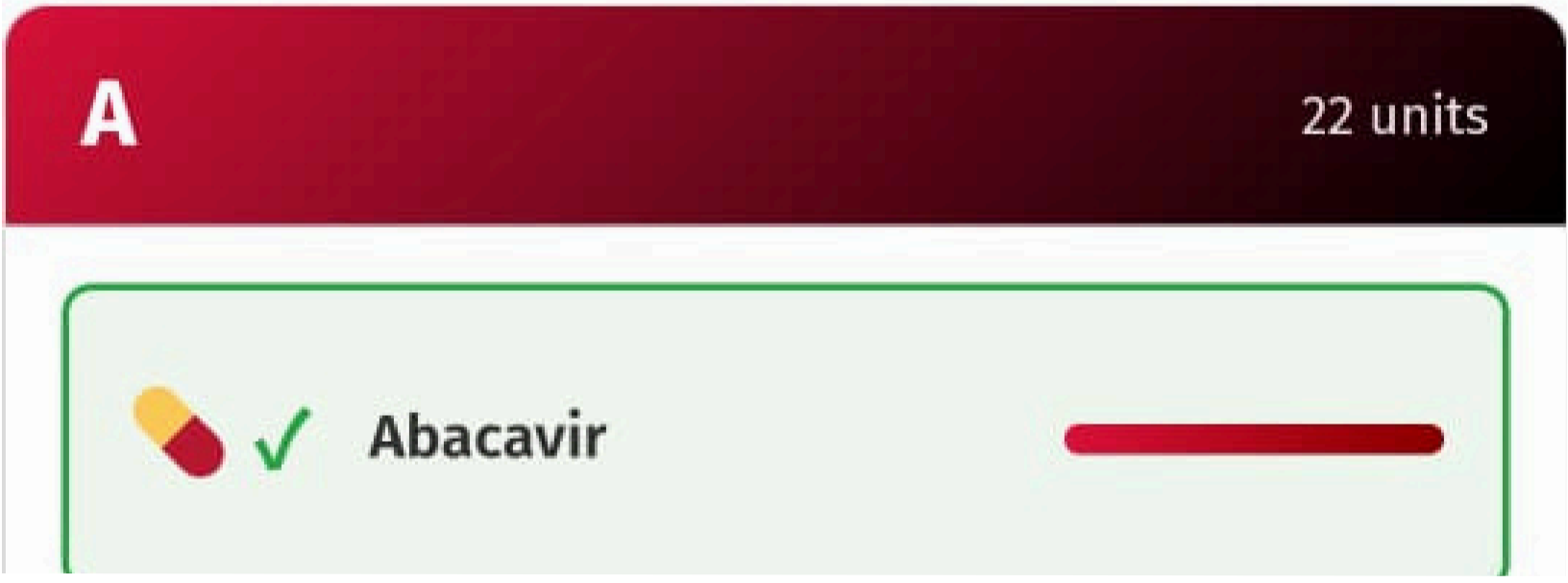
1. **List Your Daily Tasks:** Identify what only *you* can do, and what can be delegated.
2. **Invest in Tools:** Simple pharmacy management software or automated reorder systems can save hours every week.
3. **Focus on Growth:** Spend your time on tasks that drive revenue and improve patient care—like building relationships with customers, marketing, or strategic planning.

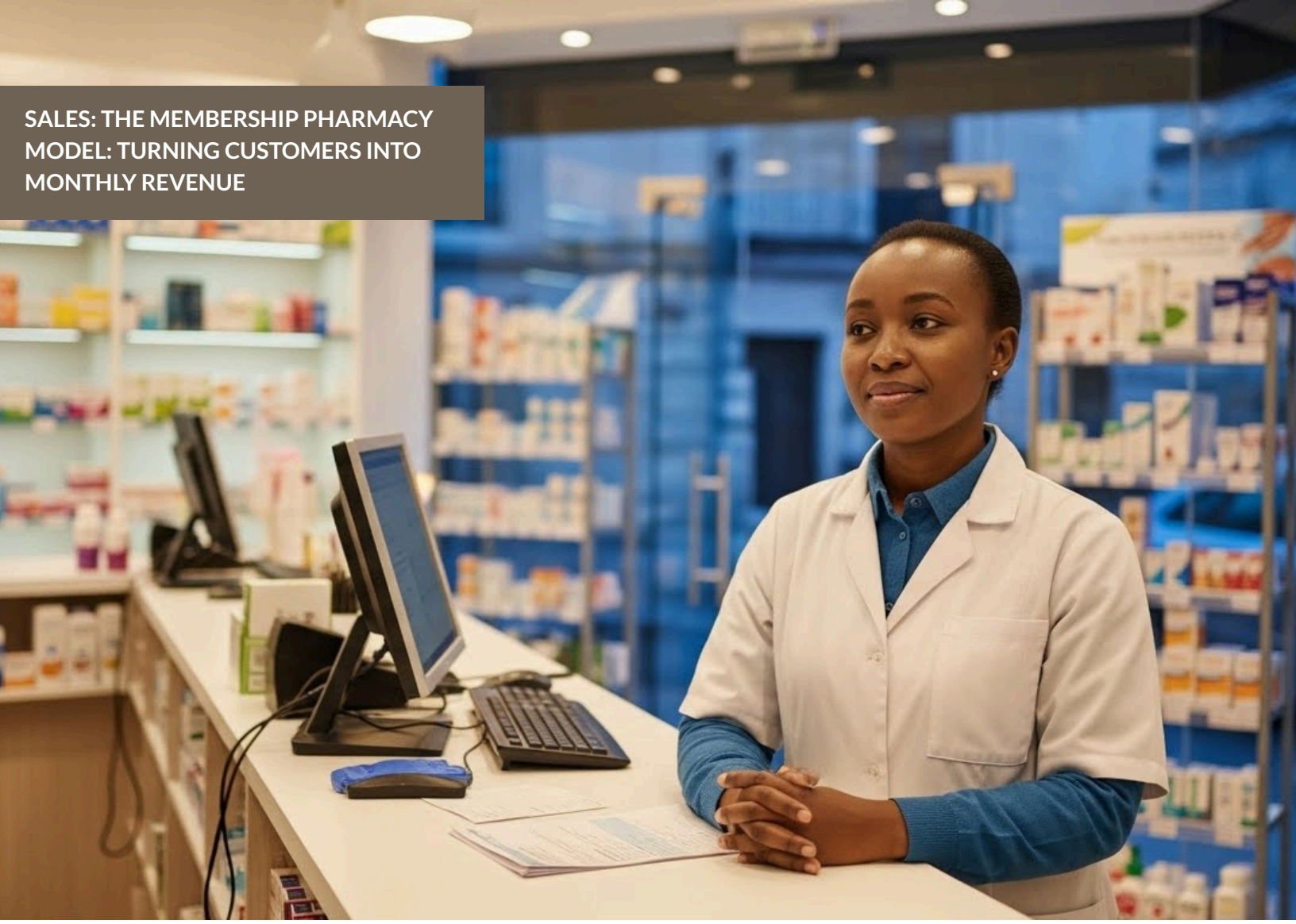
Freeing yourself from doing everything is about creating the space to grow and lead with impact. It's about creating space to think, grow, and lead your pharmacy toward its full potential.

Share your **Stop Doing Everything** 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.

DUOPHARMA: PLAY. LEARN. CARE

Play. Learn. Care





The Membership Pharmacy Model: Turning Customers Into Monthly Revenue

BY THE CHEMIST

The Daily Pressure We All Know

Most community pharmacy owners live the same cycle.

You open early. You close late. You serve many people. Yet at the end of the month, cash flow still feels uncertain.

Some days are busy. Other days are quiet. Sales depend on foot traffic, weather, competition, and whether patients remember to return. You are working hard, but income feels unpredictable.

As a leader, this is exhausting. Not because you don't care—but because you care too much. You want stability for your staff, your family, and your business. You want to plan ahead, not just survive month to month.

SALES: THE MEMBERSHIP PHARMACY MODEL: TURNING CUSTOMERS INTO MONTHLY REVENUE

A Pharmacy With Predictable Income

Now imagine this instead.

At the start of every month, you already know part of your income is secured.

Patients come back regularly—not just when they are sick.

Your pharmacy is not just a shop. It feels like a trusted health partner.

This is what the **membership pharmacy model** offers: **steady, monthly revenue built on loyalty, not luck.**

How the Membership Pharmacy Model Works

At its core, the membership pharmacy model is simple.

Customers pay a small monthly or quarterly fee.

In return, they receive **extra value** that keeps them connected to your pharmacy.

This is not about discounts alone.

It is about **belonging, convenience, and trust.**

SALES: THE MEMBERSHIP PHARMACY MODEL: TURNING CUSTOMERS INTO MONTHLY REVENUE

1. Start With a Simple Membership Offer

You don't need complex systems to begin.

A basic membership could include:

- Free blood pressure or blood sugar checks
- Priority service or shorter waiting time
- Small discounts on selected OTC products
- Medication reminders via WhatsApp or SMS

Price it low enough to feel easy to join, but valuable enough to matter. Even **KES 300–500 per month** can add up when many customers join.

2. Focus on Chronic Care Patients First

If you are a leader, you know where stability already exists.

Patients with:

- Hypertension
- Diabetes
- Asthma
- Long-term medication needs

These patients already visit often. Membership simply **formalises the relationship**.

You are not selling. You support adherence, follow-ups, and improved health outcomes.

3. Use Membership to Deepen Trust, Not Push Sales

This model works when patients feel cared for—not trapped.

Use membership to:

- Check in on patients.
- Educate them on their medicines.
- Encourage consistency, not impulse buying.

Build trust first, and sales will come naturally.

4. Train Your Team to Speak With Confidence

Your staff should explain membership in one clear sentence:

"We have a simple monthly membership that helps you save money and stay on track with your health."

No pressure. No long speech.

True leadership is when your team understands the purpose behind the model—not just the details.

5. Track, Learn, and Improve

Start small. Learn fast.

Track:

- How many members do you have
- What benefits do they use most?
- Why do some people cancel

Then adjust. Membership models grow stronger with time and feedback.

SALES: THE MEMBERSHIP PHARMACY MODEL: TURNING CUSTOMERS INTO MONTHLY REVENUE

Why This Model Matters for Community Pharmacies

The membership pharmacy model is not just about money.

It is about:

- Predictable cash flow
- Stronger patient relationships
- Reduced daily stress
- A pharmacy that can plan, grow, and invest

By adopting this model, you're committing to **long-term growth instead of short-term hustle.**

Less Pressure. More Control.

Your pharmacy already has loyal customers.

Membership simply gives that loyalty a structure.

You don't need to change everything.

You just need to start differently.

*Share your **Membership Pharmacy Model** 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.

Operational Workflow: Where Many Pharmacies Lose Time (And Money)

BY THE CHEMIST

The Everyday Struggle

It's 11:30 a.m.

A customer is waiting.

The phone is ringing.

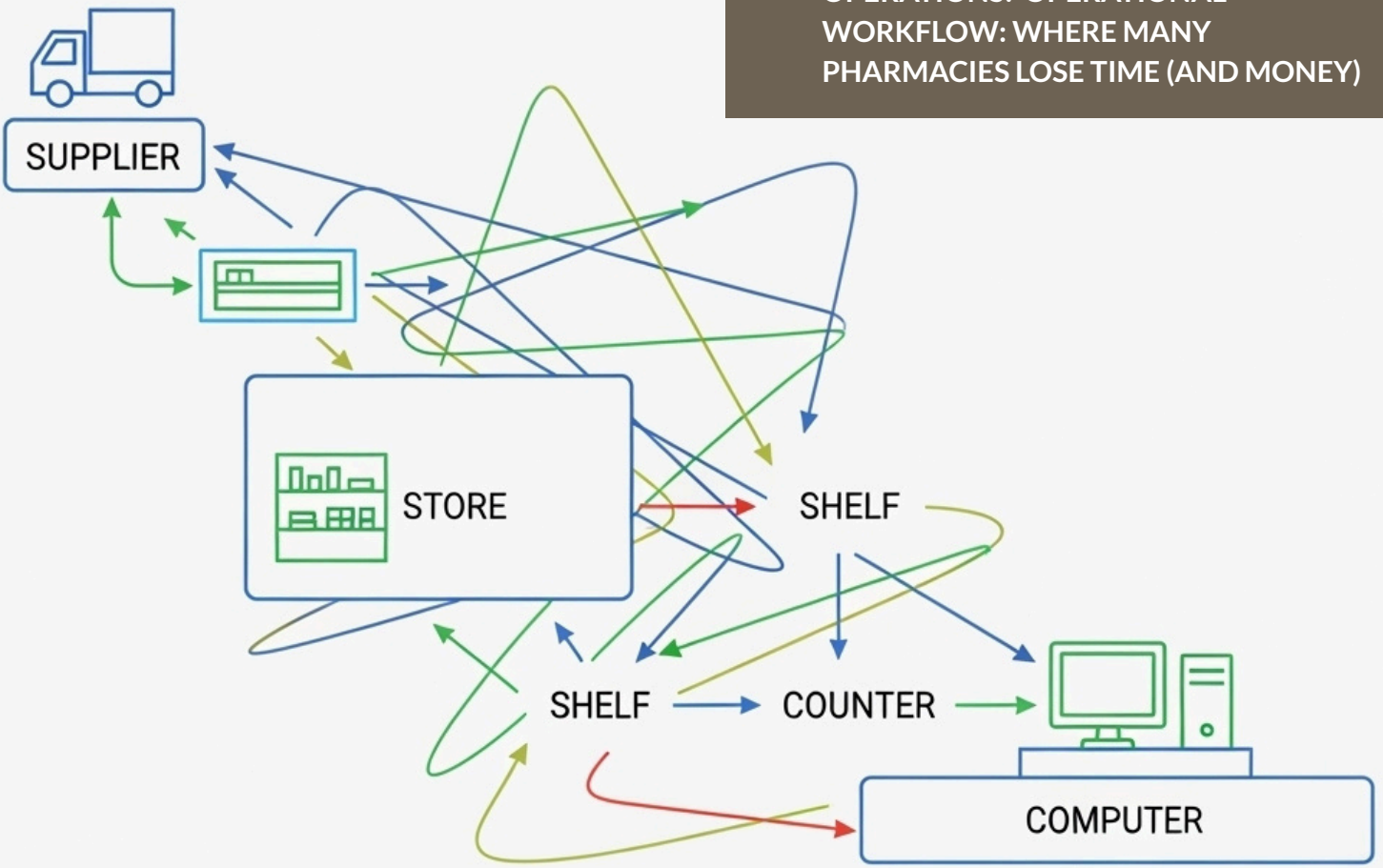
A supplier is asking for payment.

And now your team is demanding answers about the missing insulin supply.

If this feels familiar, you're not alone.

Many community pharmacies are not failing because of low sales.

OPERATIONS: OPERATIONAL WORKFLOW: WHERE MANY PHARMACIES LOSE TIME (AND MONEY)



They are bleeding because of **broken workflow** — the way work moves (or doesn't move) from one person to the next.

You don't notice it at first.

It shows up as small things:

- Customers waiting
- Staff walking around
- Items missing
- Orders delayed
- Money is not adding up.

These small breakdowns quietly drain both your time and your money.

Where the Money Is Really Lost

Let's look at the typical pharmacy day.

A customer asks for a medicine.

The counter staff checks the shelf.

It's not there.

They shout out to the store.

The storekeeper looks.

It's there, but it was not updated in the system.

OPERATIONS: OPERATIONAL WORKFLOW: WHERE MANY PHARMACIES LOSE TIME (AND MONEY)

So now:

- The customer waited
- The staff stopped serving others.
- The system is wrong
- And trust is lost

This happens **dozens of times a day**.

Here are the three big workflow leaks in many pharmacies:

1) Stock Moves Faster Than Your Records

Stock is sold.

Stock is returned.

Stock is transferred.

But your system fails to update instantly.

So you reorder things you already have.

Or worse, you don't reorder what is finished.

That leads to:

- Expired stock
- Emergency purchases
- Lost sales

All because the stock and data are not moving together.

OPERATIONS: OPERATIONAL WORKFLOW: WHERE MANY PHARMACIES LOSE TIME (AND MONEY)

2) Too Many Hands, No Clear Ownership

One person orders.

Another receives.

Another is in charge of stores.

Another sells.

Another is in charge of records.

But no one truly **owns** the full flow.

So when something goes wrong, everyone says:

"I thought someone else did it."

That is not a people problem.

It is a **workflow problem**.

3) The Pharmacist Is Stuck In The Middle

You are trained to be a healthcare professional.

But most days, you are:

- Chasing invoices
- Fixing stock issues
- Settling staff confusion
- Handling supplier calls

That is not leadership.

That is firefighting.

©

OPERATIONS: OPERATIONAL WORKFLOW: WHERE MANY PHARMACIES LOSE TIME (AND MONEY)

And firefighting is expensive.

What A Better Workflow Looks Like

A good workflow is simple:

Every task flows forward without confusion or backtracking.

No confusion.

No shouting.

No guessing.

Here is what that looks like in a growing pharmacy:

Step 1: One-Way Stock Moves

Stock should move in only one direction:

Supplier → Store → Shelf → Sale → System

Not:

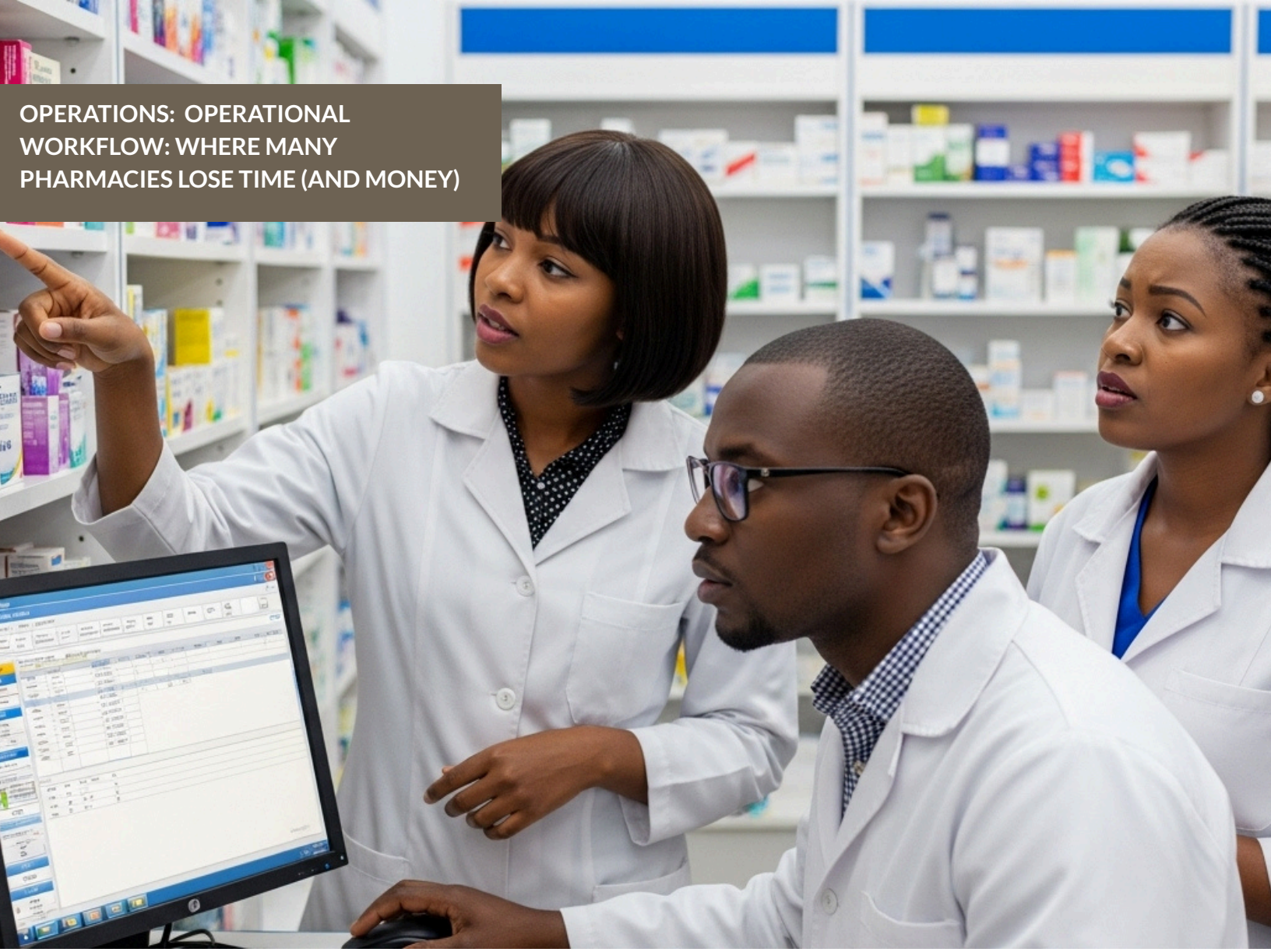
Shelf → Store → Counter → Back → System → Maybe → Who knows.

When the stock moves, the system must move **at the same time.**

Step 2: One Person Owns One Part

You don't need more staff.

You need clearer roles.



For example:

- One person receives and checks deliveries.
- One person updates the system.
- One person restocks shelves.

When something is missing, you know exactly where to look.

Step 3: You Step Back From Daily Chaos

When your workflow is clean:

- Staff solve small problems.
- Systems show the truth.
- You focus on growth

That's when you can:

- Negotiate better prices
- Launch new services
- Improve customer experience
- Increase profits

Not by working harder — but by **working smarter**.

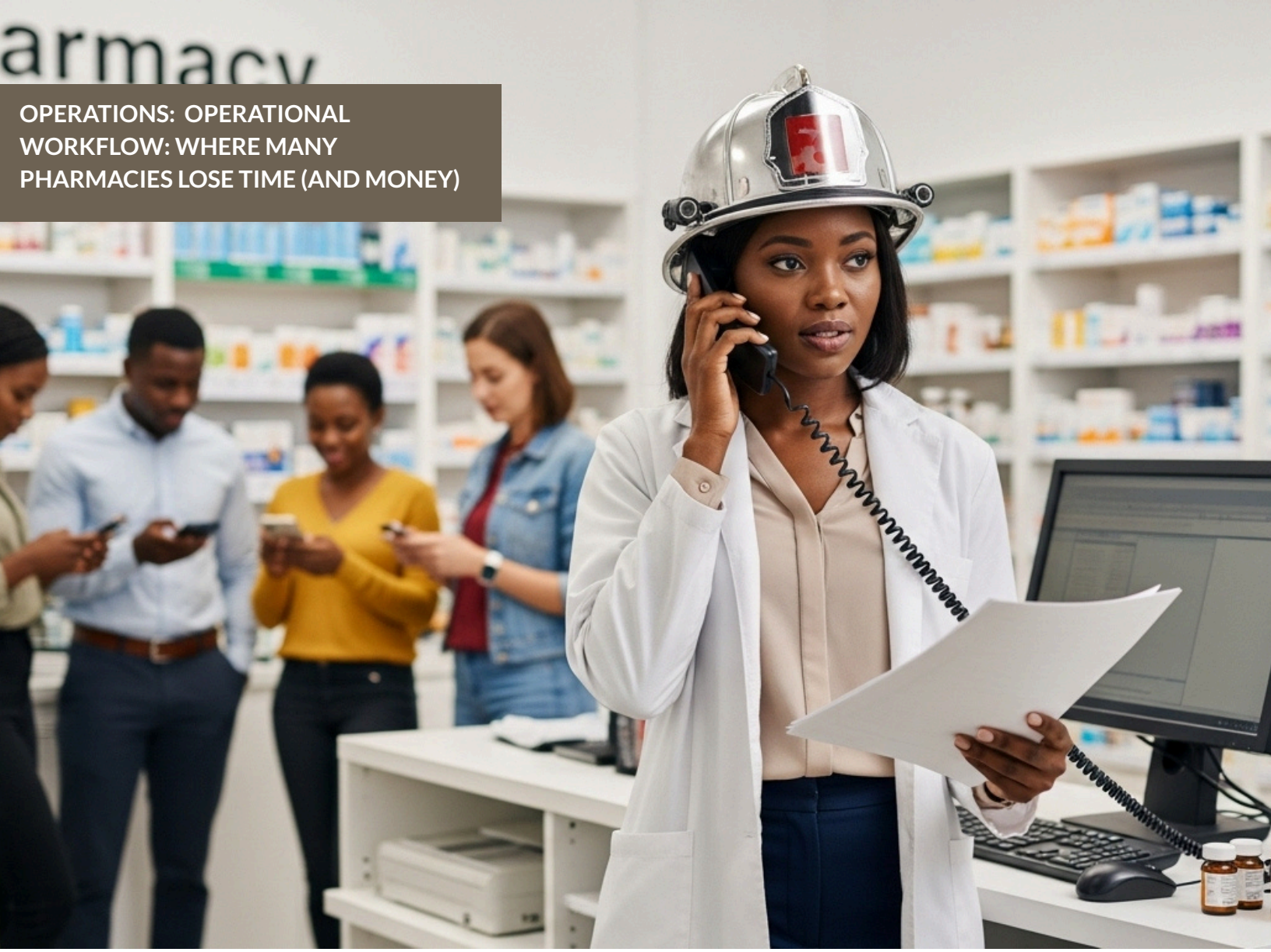
The Quiet Truth

Many pharmacy owners think:

"I just need more customers."

But what you often need is:

A smoother way of working.



When your workflow improves:

- Time comes back
- Stress reduces
- Money stops leaking

And growth becomes possible again.

Share your Operational Workflow 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.

You are not alone in this.

Let's keep learning from each other. 💚

Create Pharmacy Content Using Your Customers' Real Questions

BY THE CHEMIST

"What should I even post?"

If you run a community pharmacy, this feeling is familiar.

You open WhatsApp, Facebook, or your website…

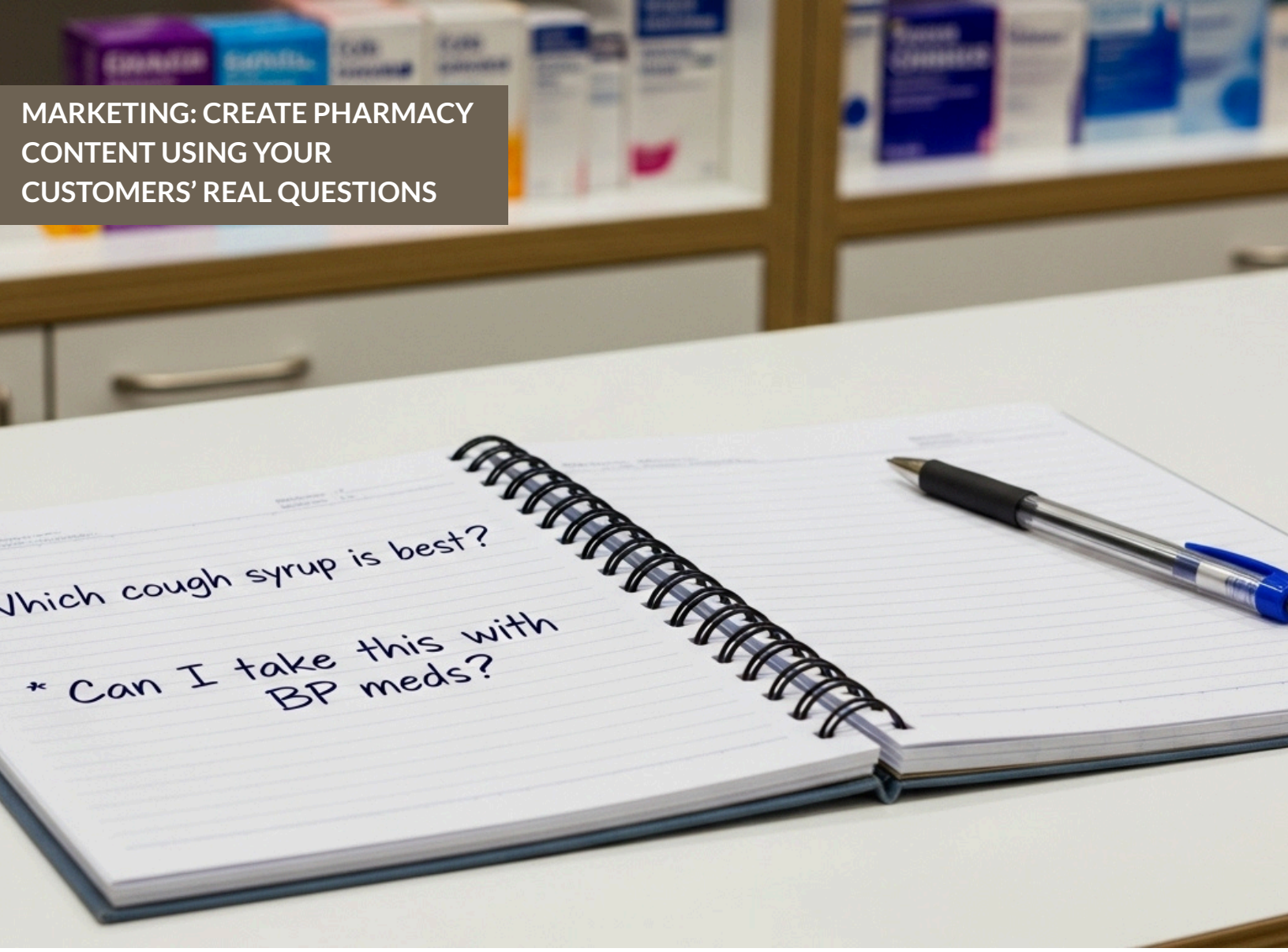
You know you should be posting something…

But your mind goes blank.

You end up sharing:

- A random product poster
- A supplier promo
- Or nothing at all 😐

MARKETING: CREATE PHARMACY CONTENT USING YOUR CUSTOMERS' REAL QUESTIONS



Meanwhile, customers walk into your pharmacy every day asking real, honest questions like:

- *"Which cough syrup is best for a dry cough?"*
- *"Can I take this with my blood pressure medicine?"*
- *"Why is this brand more expensive?"*

Those questions are gold.

But many pharmacies let them disappear into the air.

When your pharmacy becomes the "go-to" expert

Now imagine this instead:

A mother searches on her phone, **"What's the best cough medicine for a child?"**

Your pharmacy's post appears.

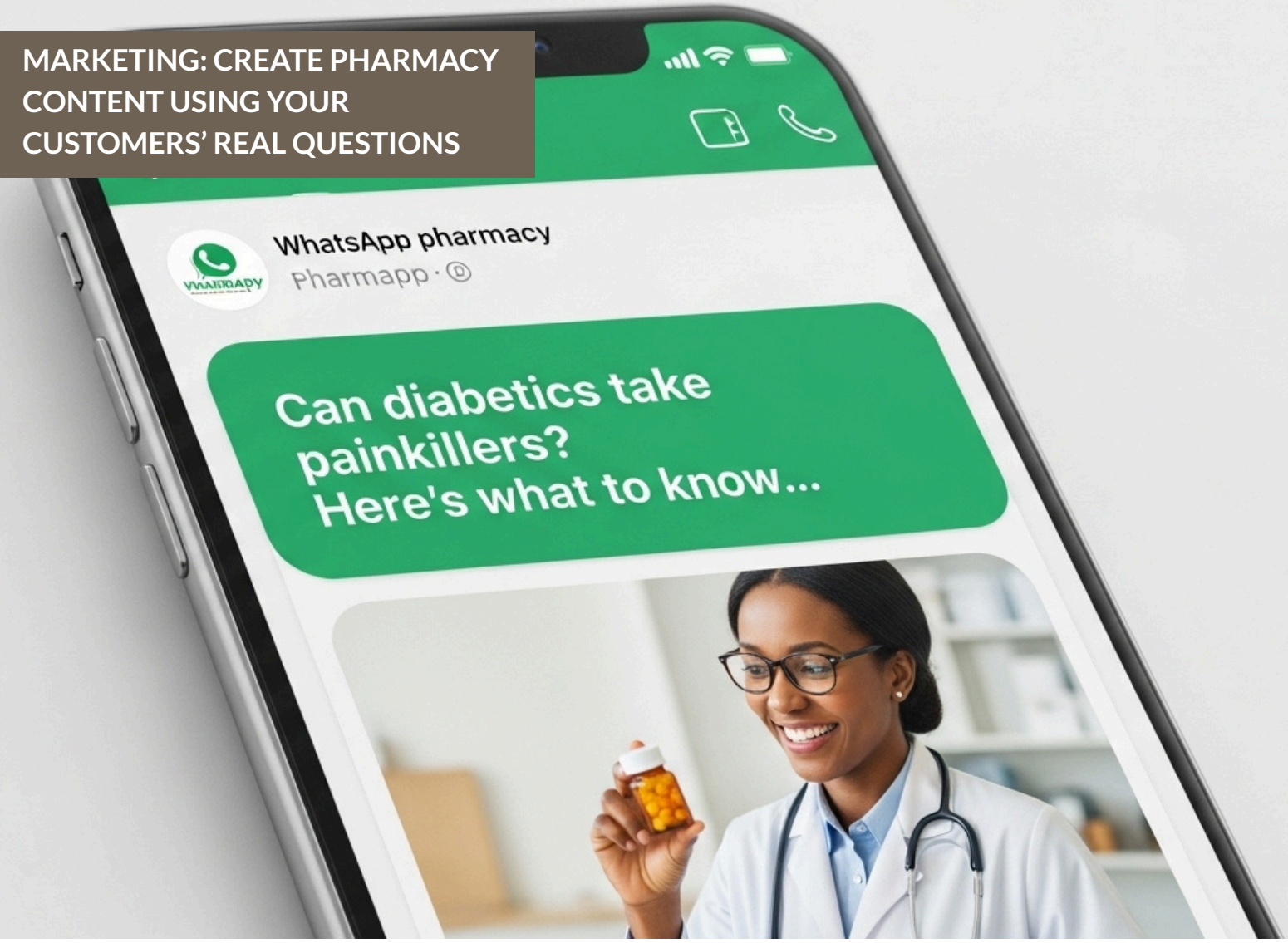
A man in your estate sees your WhatsApp Status:

"Can diabetics use painkillers? Here's what to know."

Suddenly:

- Customers trust you before they even walk in.
- They come asking for the products you talked about
- You are no longer "just a shop" — you are *the local expert.*

MARKETING: CREATE PHARMACY CONTENT USING YOUR CUSTOMERS' REAL QUESTIONS



And the best part?

You didn't need a marketing agency.

You just used **your customers' real questions.**

How to turn daily questions into powerful pharmacy content

Here is a simple system any pharmacy can use.

Step 1: Start a "Question Book"

Place a small notebook near the counter or dispensary.

Every time a customer asks something, write it down.

Examples:

- "Is this antibiotic safe for kids?"
- "What's better — syrup or tablets?"
- "How long does this medicine take to work?"

These are not small questions.

These are **buying questions.**

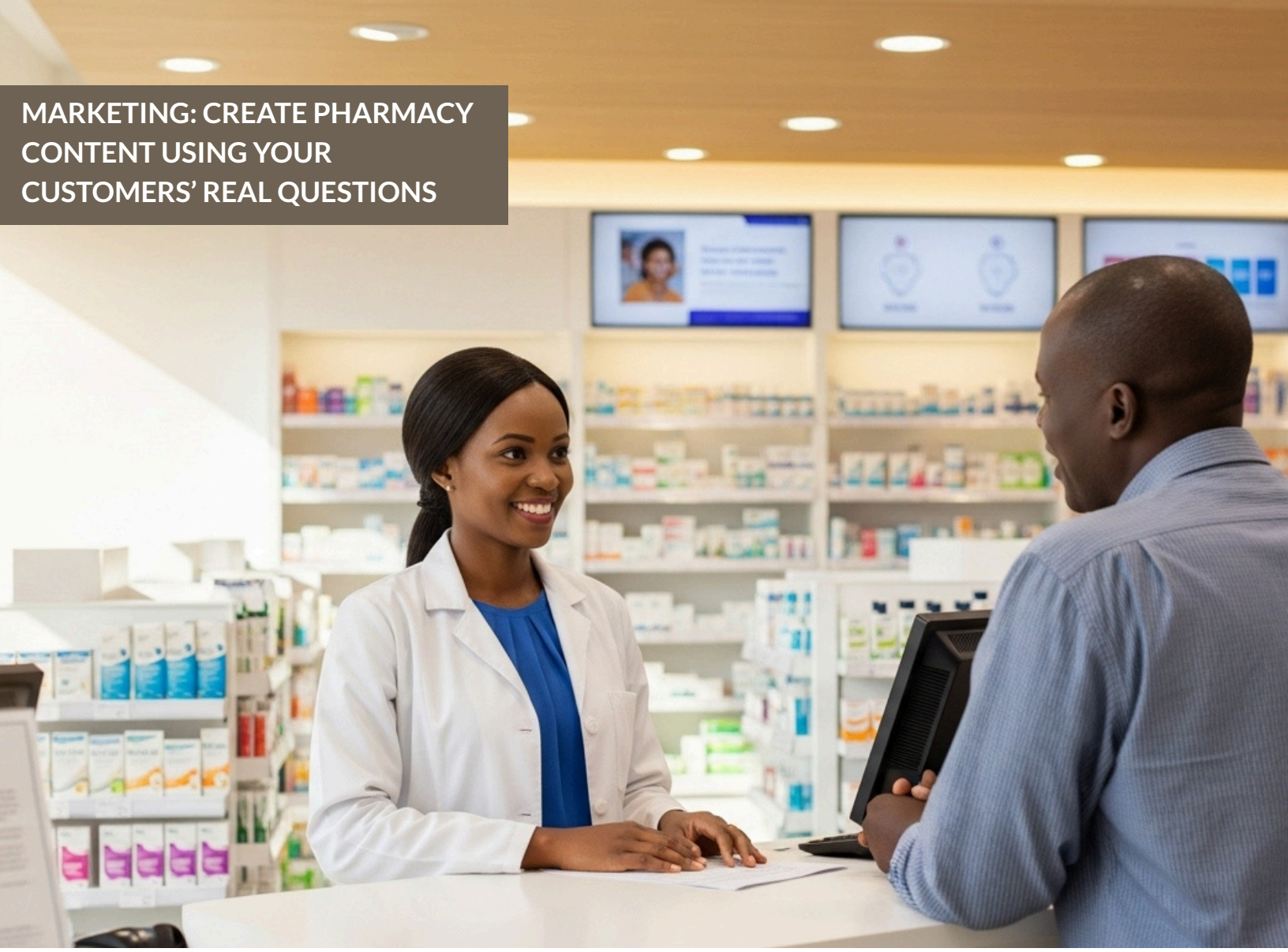
They reveal what people are concerned about, confused about, and **willing** to spend money on.

Step 2: Pick one question per day.

Don't try to be everywhere.

Just pick **one question**.

MARKETING: CREATE PHARMACY CONTENT USING YOUR CUSTOMERS' REAL QUESTIONS



Turn it into:

- A WhatsApp message
- A Facebook post
- A short video
- Or a simple poster in the pharmacy

Example:

Customer asks:

"Which painkiller is safer for ulcers?"

Your content becomes:

"Many people with ulcers should avoid some painkillers. Here's what is safer and why…"

This builds trust and quietly guides them to the right product.

Step 3: Speak like a human, not a textbook

Your customers are not pharmacists.

Use simple language:

- Not "analgesic" → say "pain relief."
- Not "contraindicated" → say "should not be used."

When people understand you, they feel safe with you.

And safe customers buy.

MARKETING: CREATE PHARMACY CONTENT USING YOUR CUSTOMERS' REAL QUESTIONS

Step 4: Link every answer to something you sell

This is marketing, not charity.

After answering, gently connect to a product or service.

Example:

"If you're not sure which cough syrup suits you, ask us at the counter. We'll help you choose."

You are not pushing.

You are guiding.

That is how good pharmacies grow.

Why this works so well

People don't search for products.

They search for **solutions**.

When your pharmacy answers real questions:

- You appear helpful
- You build authority
- You attract the right customers.
- And sales follow naturally.

You already have all the necessary content.

It walks into your pharmacy every day.

You just have to listen.

MARKETING: CREATE PHARMACY CONTENT USING YOUR CUSTOMERS' REAL QUESTIONS

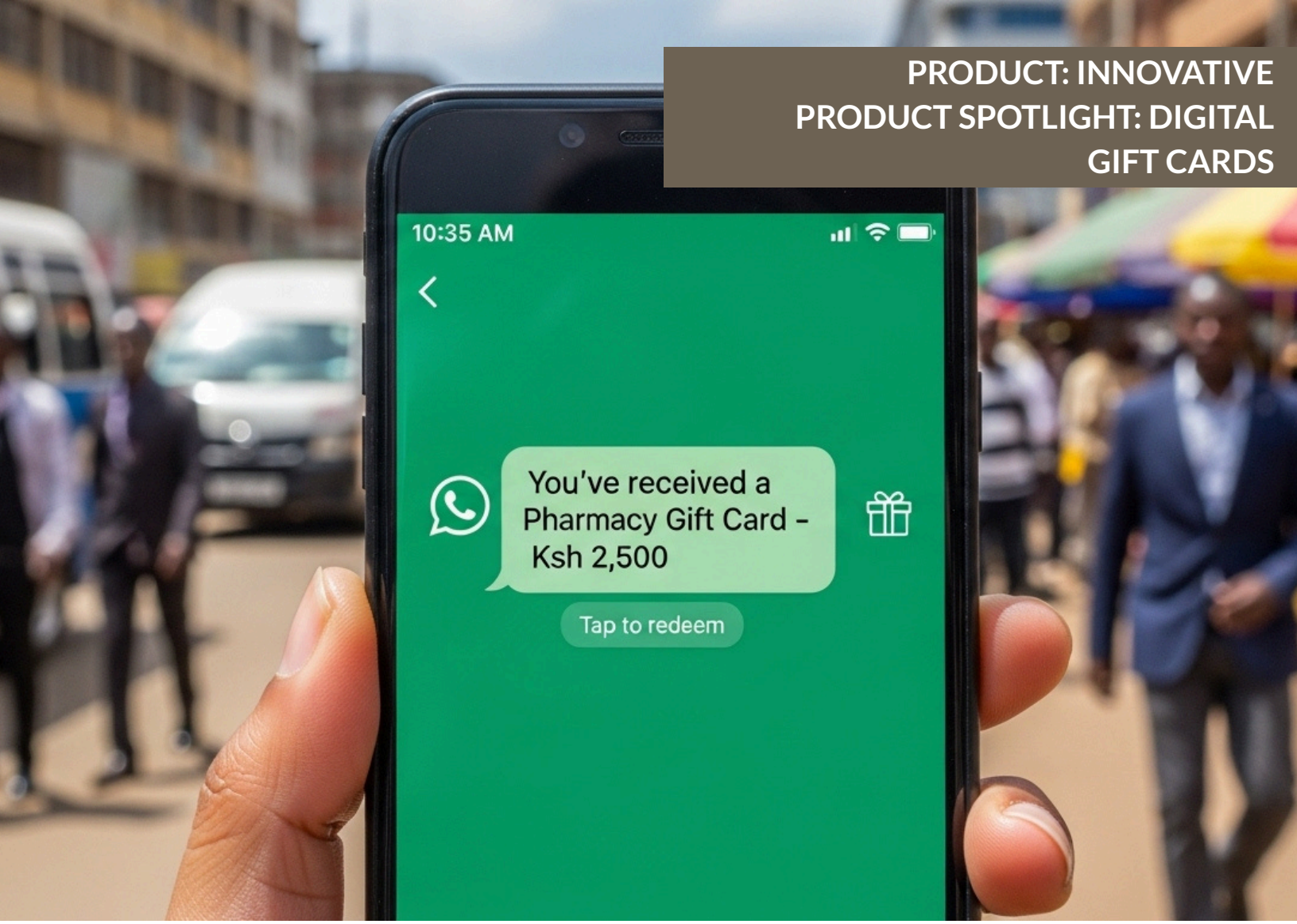
Where To Begin

Your customers are telling you exactly what to post.

You don't need more ideas.

You need to start using the ones you already hear.

Share your Create Pharmacy Content Using Your Customers' Real Questions 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.



Innovative Product Spotlight: Digital Gift Cards

BY THE CHEMIST

RRP: Ksh 500 – Ksh 10,000

Overview

Digital Gift Cards turn your pharmacy into a place where people don't just buy medicine — they buy **care**.

They allow customers to purchase a digital voucher (via WhatsApp, SMS, or email) that someone else can redeem in your pharmacy for medicines, supplements, baby care products, chronic care items, or wellness items.

In a world where people often forget birthdays, struggle to visit loved ones, or live far from their families, a pharmacy gift card becomes a powerful emotional gift.

PRODUCT: INNOVATIVE PRODUCT SPOTLIGHT: DIGITAL GIFT CARDS

It lets someone say *"I care about your health"* — without needing to choose a specific product.

For your pharmacy, this means:

- Cash comes in **before** stock goes out.
- You gain new customers who might never have visited your pharmacy otherwise.
- You become part of family care, not just emergency care

Digital Gift Cards quietly turn your pharmacy into a **health support hub** for families.

Key Features

- Can be sent instantly via WhatsApp, SMS, or email
- Available in multiple values (e.g., Ksh 500, 1,000, 2,500, 5,000, 10,000)
- Redeemable for any product or service in the pharmacy
- No physical card needed — just a code or QR
- Can be used for prescriptions, baby products, chronic care, or wellness
- Easy to track and validate at POS
- Zero expiry or time-limited (you decide)

Target Market

Demographics

- Adults aged 25–55
- Working professionals
- Family members of patients with chronic conditions
- Diaspora Kenyans supporting family back home.
- Employers buying staff wellness gifts.

PRODUCT: INNOVATIVE PRODUCT SPOTLIGHT: DIGITAL GIFT CARDS

Psychographics

- Want meaningful, practical gifts.
- Care about family health and convenience.
- Often send money but worry how it's used.
- Like easy, instant digital solutions
- Want to support loved ones' health, even from a distance.

Value to Clients

Short-term

- An easy way to help someone get medicine without sending cash
- Perfect last-minute gift
- Removes the stress of choosing the "right" product

Long-term

- Builds a habit of using the pharmacy as a family support system
- Encourages preventive care and proper medicine use
- Reduces the misuse of cash meant for health
- Makes healthcare more accessible for dependents

Selling Strategies

- Display a **"Gift Health, Not Just Money"** poster at the counter.
- Offer during prescription checkout:
- *"Would you like to buy a gift card for someone at home?"*
- Promote to chronic patients for supporting parents or children.

- Sell as a **monthly health allowance** for families.
- Offer corporate or employer bulk purchases.
- Add a QR code at the till for instant purchase.

Marketing Suggestions

- WhatsApp post:
  "Don't Send Money — Send Healthcare."
- Social media:
  "Support your loved ones' health from anywhere."
- In-store signage:
  "Ask About Our Pharmacy Gift Cards"
- Diaspora campaign:
  "Your Mum's Medicine, Paid by You — In One Click."

Sales Projections

Potential Market Size

10–30 gift cards per month per pharmacy
(very realistic once staff start mentioning it at the counter)

Estimated Monthly Revenue

If the average card value is Ksh 2,500:

- 10 cards = Ksh 25,000
- 30 cards = Ksh 75,000

PRODUCT: INNOVATIVE PRODUCT SPOTLIGHT: DIGITAL GIFT CARDS

This is **cash collected upfront**, with no stock risk.

Share your Digital Gift Cards 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.

Churn Rate: The Silent Cashflow Killer in Community Pharmacies

BY THE CHEMIST

The Problem Most Pharmacies Don't See

Many pharmacy owners worry about sales.

"Did we hit our target this month?"

"How do we get more customers?"

However, there's a quieter problem that hurts cash flow even more — **customers who stop coming back**.

This is called **churn rate**.

Churn rate simply means:
How many customers you lost over time.

CASHFLOW: CHURN RATE: THE SILENT CASHFLOW KILLER IN COMMUNITY PHARMACIES

In many community pharmacies, customers are slipping away daily — and no one is measuring it.

You might feel busy. The shop looks active. Sales are happening.

Yet at the end of the month, cash is still tight.

That can be a churn problem.

Why Churn Is a Cashflow Killer

Here's the painful truth:

Keeping a customer costs less than winning a new one.

When customers leave:

- Your marketing costs go up.
- Your daily sales become unstable.
- Your stock moves more slowly.
- Your cashflow becomes unpredictable.

A loyal customer might:

- Refill monthly
- Buy multiple items per visit.
- Recommend others

A lost customer takes all that future income with them.

So churn doesn't just affect *today's sales*.

It destroys **future cash flow**.

Silently.

The Hidden Signs of High Churn

Most pharmacies don't measure churn directly.

But you can feel it through signs like:

- You notice it when familiar customers stop coming back.
- Customers asking, "Do you still remember me?"
- Sales depend heavily on walk-ins.
- Promotions are working less than before
- Many one-time buyers, few regulars

If your business feels like it's always "starting from zero" every month, churn is likely high.

Why Customers Leave (It's Not Always Price)

Many pharmacy owners assume customers leave because of lower prices elsewhere.

Sometimes that's true.

But more often, it's because of:

- Long waiting times
- Feeling rushed or ignored
- Stock-outs on regular medicines
- Poor communication
- No follow-up after the first visit
- No relationship, just transactions

CASHFLOW: CHURN RATE: THE SILENT CASHFLOW KILLER IN COMMUNITY PHARMACIES

In simple terms:

Customers leave when they feel **unseen, unheard, or inconvenienced**.

Not just when they find a cheaper shop.

The Cashflow Math of Retention

Let's simplify it.

Imagine:

- 100 regular customers
- Each spends KES 1,500 per month.
- That's KES 150,000 monthly revenue.

If you lose just **20 customers**:

- You lose KES 30,000 every month.
- That's KES 360,000 per year.

From just 20 people.

And many pharmacies lose even more — without realizing it's happening.

Retention is not a "soft skill".

It is a **hard cash flow strategy**.

CASHFLOW: CHURN RATE: THE SILENT CASHFLOW KILLER IN COMMUNITY PHARMACIES

Practical Ways to Reduce Churn (No Fancy Tech)

You don't need big systems or expensive software. Start simple:

1. Know Your Regulars

Learn names. Faces. Conditions. Preferences.

People stay where they feel known.

2. Follow Up

A simple WhatsApp:

"Hi, how are you feeling today after your visit?"

That message alone builds loyalty.

3. Reduce Friction

Shorter queues. Clear prices. Fast service.

Convenience keeps customers.

4. Avoid Stock Surprises

Never let a regular walk in and find their medicine missing.

Nothing increases churn faster than repeated stock-outs.

5. Create Reasons to Return
Reminders. Refill dates. Health tips. Simple offers.

Don't wait for customers — invite them back.

Shift Your Thinking — From Sales to Relationships

Growth is not just about getting more customers.

Real growth is about:

Keeping the right customers for longer.

When churn goes down:

- Revenue becomes stable
- Cashflow becomes predictable
- Marketing becomes cheaper
- Stock planning becomes easier.
- Stress reduces

You stop running on a treadmill.

And start building a real business.

The Quiet Advantage

Two pharmacies can have the same location, prices, and products.

The one that wins in the long run is the one with **lower churn**.

Not louder marketing.

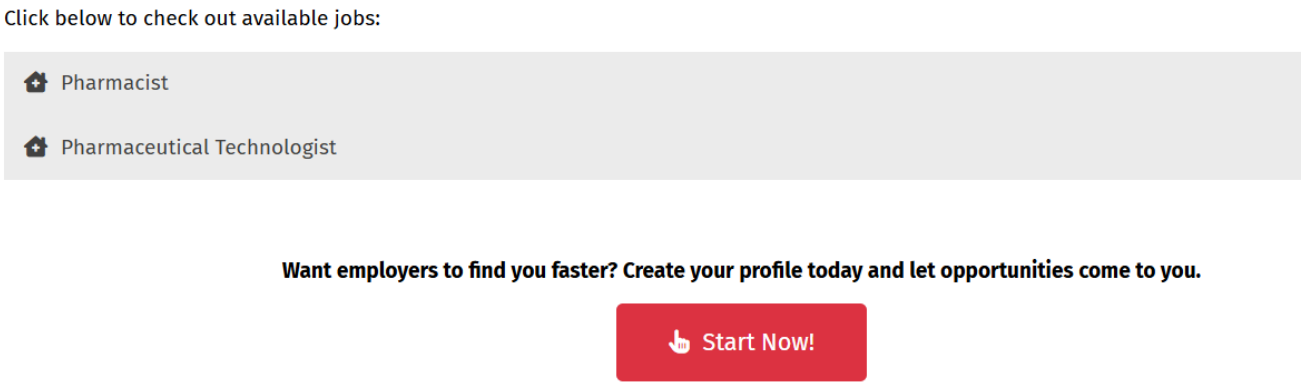
Not bigger signage.

Not more discounts.

Just better retention.

And better cashflow.

Share your *Churn Rate* 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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Are you a skilled pharmacy professional looking for the right job in a community pharmacy?

💡 *We know how tough job hunting can be.*

📢 *Over 500 community pharmacies trust us for practical advice—now, we're making job searching easier for you!*

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✅ Step 2: Create a candidate profile.
✅ Step 3: Let employers reach out to you!

📌 Create your profile and find your next job now! → thechemist.co.ke/job-board/

🔴 Don't miss out on great opportunities!
🔵 Start growing your career today.

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