

THE CHEMIST

THE COMMUNITY PHARMACY GROWTH KIT

LEADERSHIP

When Should You Hire Your Next Team Member?

MARKETING

Organic For Credibility, Paid For Growth: How Pharmacies Should Balance Both

OPERATIONS

Email Workflows That Run Your Pharmacy In The Background

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.

Your minimize losses.

You grow your pharmacy brand & business.

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April is about building a pharmacy that grows with clarity – where smart marketing, the right hires, and simple systems move the business forward.

In this issue, we explore when it's time to bring in the next team member, how to balance organic marketing with paid growth, and the email workflows that keep customers coming back – so you can run a pharmacy that grows steadily and sustainably.

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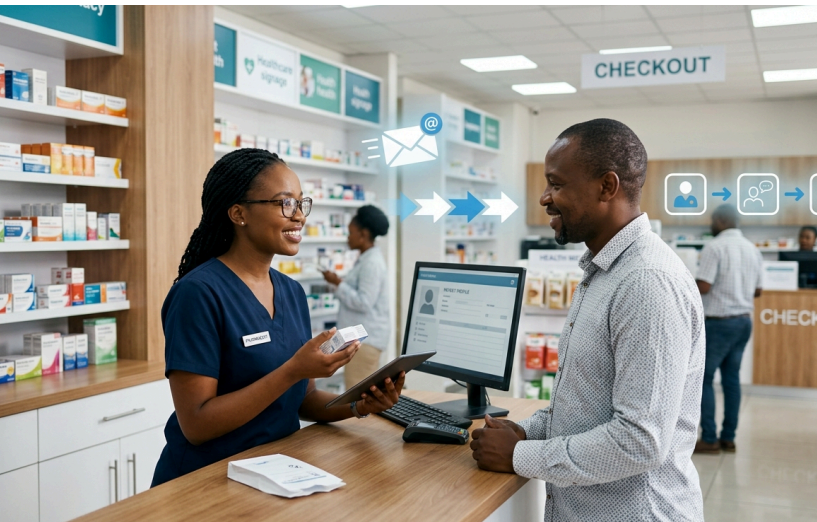
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LEADERSHIP: WHEN SHOULD YOU HIRE YOUR NEXT TEAM MEMBER?



When Should You Hire Your Next Team Member?

BY THE CHEMIST

Many community pharmacy owners know this feeling: the shelves need restocking, customers are waiting, prescriptions are piling up, and your phone keeps ringing. You tell yourself, “I’ll hire someone soon.” But soon becomes months.

Other times, a pharmacy hires quickly, hoping it will fix everything—only to realize the business wasn’t ready yet.

So, when is the right time?

Let’s walk through a simple way to think about it.

The Hidden Struggle Many Pharmacies Face

Before growth becomes visible, there is usually pressure behind the counter.

You might notice:

- You are working longer hours than before.
- Important tasks, such as marketing or stock analysis, keep getting postponed.

LEADERSHIP: WHEN SHOULD YOU HIRE YOUR NEXT TEAM MEMBER?



- Your team looks tired or rushed.
- Customers sometimes leave because they waited too long.

It's common to get stuck at this point because hiring feels daunting; payroll is a real obligation, and cash flow cannot be compromised.

But waiting too long can slow growth.

A constantly stretched pharmacy rarely has time to improve operations, deepen customer relationships, or add new services.

What the Right Hire Can Unlock

When a pharmacy hires at the right time, something changes.

The owner gets time to think and lead.

The team works more smoothly.

Customers notice the difference.

Instead of just “surviving the day,” the pharmacy starts growing again.

The key is not just hiring — it is hiring **when the business signals that it's ready.**

A Practical Framework to Decide

Here is a simple decision framework you can use.

LEADERSHIP: WHEN SHOULD YOU HIRE YOUR NEXT TEAM MEMBER?



1. Check Your Cashflow Stability

Before hiring, ask yourself one important question:

Can the pharmacy comfortably sustain this salary for the next six to nine months?

Not just during your best months, but even during slower ones.

Signs you may be ready:

- Sales are steadily increasing.
- You are not struggling to restock essential medicines.
- Your cash flow does not rely on last-minute credit.

If hiring someone will immediately create financial stress, it may be too early.

But if the business can support it, hiring could unlock the next stage of growth.

2. Look at Your Workload (Not Just Sales)

Many owners wait until revenue grows significantly before hiring.

But workload often increases **before** revenue does.

Ask yourself:

- Are prescriptions increasing?
- Are more customers asking for advice and counseling?

LEADERSHIP: WHEN SHOULD YOU HIRE YOUR NEXT TEAM MEMBER?



- Do daily tasks consistently feel rushed?

If your pharmacy is busy but the team is small, growth may be limited simply because there are not enough hands.

Hiring here can protect service quality.

3. Identify the “Evergreen Tasks” That Never Get Done

This is a big signal many owners miss.

Evergreen tasks are important activities that should happen every week, but often don't because the team is too busy.

Examples include:

- Checking slow-moving stock.
- Following up with suppliers.
- Running health campaigns.
- Managing your WhatsApp customer list.
- Improving product displays.
- Training staff.

If these activities are always pushed aside, it's likely time to bring in another team member.

A good hire doesn't just ease the workload — it creates space for the business to grow.

4. Think About the ROI of the Hire

A question to consider:

LEADERSHIP: WHEN SHOULD YOU HIRE YOUR NEXT TEAM MEMBER?



Will this hire help the pharmacy earn more or operate better? **The Two Common Hiring Mistakes**

For example:

- A pharmacy assistant could reduce waiting time and improve customer experience.
- A pharmacist could help introduce new services such as blood pressure checks or medication counseling.
- A support staff member could improve stock control and reduce losses.

Sometimes the right hire pays for themselves through better efficiency and more satisfied customers.

Let's talk about what often goes wrong.

Hiring Too Late

This is the most common challenge in growing pharmacies.

When hiring happens too late:

- Staff burnout increases.
- Customer experience suffers.
- Growth slows down.

Some pharmacies even lose loyal customers because service becomes inconsistent.

LEADERSHIP: WHEN SHOULD YOU HIRE YOUR NEXT TEAM MEMBER?



Hiring Too Early

This happens when a pharmacy hires without a clear role or plan.

Signs include:

- The new staff member spends time idly.
- Cash flow becomes tight quickly.
- The team becomes confused about responsibilities.

Good hiring is not about speed – it is about timing and clarity.

A Mindset Shift

One helpful way to think about hiring is this:

Hiring is not just an expense. It is a growth decision.

The question is not only:

“Can I afford to hire?”

It is also:

“Will not hiring slow my pharmacy’s future?”

Pharmacy leaders watch these signals early.

They prepare before pressure becomes overwhelming.

LEADERSHIP: WHEN SHOULD YOU HIRE YOUR NEXT TEAM MEMBER?



A Simple Hiring Readiness Checklist

You may be ready to hire if:

- Sales or customer traffic are steadily increasing.
- Your team is consistently busy throughout the day.
- Important growth tasks are being delayed.
- Customer waiting time is increasing.
- Cash flow can comfortably support another salary.

If you checked several of these, your pharmacy may be closer to hiring than you think.

Your Next Stage Of Growth

Many successful pharmacies didn't grow because they had perfect timing.

They grew because the owner noticed the signs – and acted with confidence.

Your next team member might be the person who helps your pharmacy reach the next level.

Share your **“When Should You Hire Your Next Team Member?”** 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

DUOPHARMA:
PLAY. LEARN. CARE



4

DAY STREAK



4360

POINTS



11%

31/282
COMPLETED

Play. Learn. Care

A

22 units



Abacavir



MARKETING: ORGANIC FOR CREDIBILITY, PAID FOR GROWTH: HOW PHARMACIES SHOULD BALANCE BOTH



Organic For Credibility, Paid For Growth: How Pharmacies Should Balance Both

BY THE CHEMIST

Many pharmacy owners feel this tension: “Should we focus on organic marketing or paid ads?”

Organic takes time. Paid ads cost money.

So which one actually helps a pharmacy grow?

The truth is — you need both. But you should use them for different reasons.

Let’s look at it in a simple way.

MARKETING: ORGANIC FOR CREDIBILITY, PAID FOR GROWTH: HOW PHARMACIES SHOULD BALANCE BOTH



Organic Marketing Builds Trust

Organic marketing is what people see when you are **consistently present without paying for every post**.

Examples include:

- Posting helpful tips on WhatsApp or social media
- Sharing short videos about common health issues
- Answering customer questions online
- Posting photos of products available in your pharmacy
- Sharing health awareness messages

This is where credibility grows.

When people repeatedly see your pharmacy sharing useful information, they start to feel:

- “These people know what they are doing.”
- “I can trust this pharmacy.”
- “Let me visit them next time.”

And trust is powerful in healthcare.

Many patients do not switch pharmacies solely because of price.

They switch because they **feel confident and comfortable** with a pharmacy.

Organic marketing helps create that feeling. But there is one challenge.

Organic marketing can be slow.

MARKETING: ORGANIC FOR CREDIBILITY, PAID FOR GROWTH: HOW PHARMACIES SHOULD BALANCE BOTH



You might post for weeks before you start seeing clear results. Some posts will perform well. Others will not. That's normal.

The goal here is **visibility and credibility**, not instant sales.

Paid Marketing Creates Momentum

Paid marketing is different.

This includes:

- Boosting a post on Facebook or Instagram
- Running WhatsApp click-to-chat ads
- Promoting a specific product or offer
- Advertising seasonal services (e.g., malaria testing, flu season products)

Paid marketing helps you reach **people who are not yet familiar with your pharmacy**.

Think of it like this.

Organic marketing speaks mostly to people who already follow you.

Paid marketing helps you reach **new patients in your area**.

This is where growth often starts.

For example:

A pharmacy may post about a blood pressure check service organically, but only a few people see it.

MARKETING: ORGANIC FOR CREDIBILITY, PAID FOR GROWTH: HOW PHARMACIES SHOULD BALANCE BOTH



But when the same post is promoted with a small budget, suddenly:

- Hundreds or thousands of people nearby see it.
- More people walk in
- Awareness increases faster

Paid marketing helps you move faster.

But there is one risk.

If a pharmacy only runs ads and has **no organic presence**, people may feel unsure.

They may think:

“Is this pharmacy real?”

“Why do they only appear as ads?”

That is why balance matters.

The Way to Balance Both

Here is a simple strategy community pharmacies can use.

Step 1: Build a Strong Organic Presence First

Before spending on ads, make sure:

- Your pharmacy page is active.
- You have recent posts.
- Your contact information is clear.
- Ensure customers can quickly understand the products and services your pharmacy provides.



MARKETING: ORGANIC FOR CREDIBILITY, PAID FOR GROWTH: HOW PHARMACIES SHOULD BALANCE BOTH

A good rule:

Try to have **at least 10–15 helpful posts** on your page.

This builds confidence when new people discover you.

Step 2: Promote What Is Already Working

Do not boost every post.

Instead, look for posts that:

- Already have engagement
- Answer common customer questions.
- Highlight important services
- Show real activity in your pharmacy.

Then promote those posts.

This reduces risk and increases results.

Step 3: Use Paid Ads for Key Growth Moments

Paid marketing works best when you tie it to:

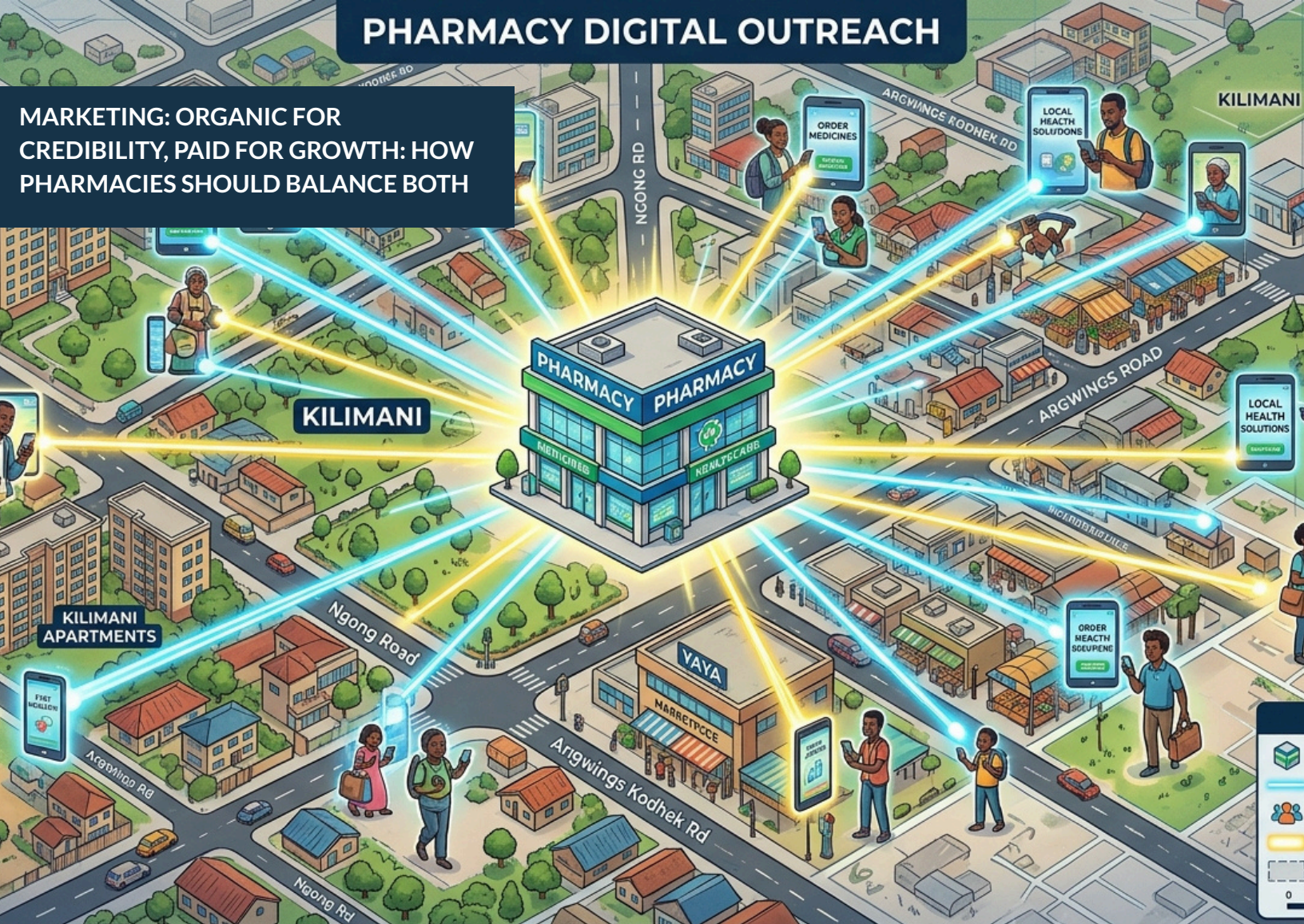
- New product launches
- Seasonal demand
- Health awareness campaigns
- New services
- Opening or expanding a pharmacy

For example:

- Back-to-school health supplies
- Malaria season
- Diabetes awareness campaigns
- Immunization drives

PHARMACY DIGITAL OUTREACH

MARKETING: ORGANIC FOR CREDIBILITY, PAID FOR GROWTH: HOW PHARMACIES SHOULD BALANCE BOTH



This is where paid marketing can bring strong results.

Step 4: Let Organic Content Do the Long-Term Work

Even after running ads, continue posting organically.

Over time:

People start recognizing your pharmacy.

They may not buy immediately.

But when they need something, they remember you.

This is how pharmacies build **local reputation**.

And reputation is one of the biggest growth drivers.

A Simple Way to Think About It

Here is an easy way to remember:

Organic builds trust.

Paid accelerates growth.

When both work together:

Your pharmacy becomes visible **and** credible.

And that combination is powerful.

MARKETING: ORGANIC FOR CREDIBILITY, PAID FOR GROWTH: HOW PHARMACIES SHOULD BALANCE BOTH



Because patients are not just looking for a pharmacy.

They are looking for a reliable pharmacy.

One Practical Weekly Plan You Can Try

Here is a simple plan many pharmacies can start using immediately:

Every week:

- Post 3 organic posts.
- Boost 1 strong post
- Highlight 1 product or service.
- Respond to all comments and messages.

This small system can slowly change how your pharmacy is discovered in your area.

Many growing pharmacies, even with limited budgets, are already doing this.

The Opportunity

Growth in pharmacy today is not only about location or foot traffic.

It is also about **visibility and trust online.**

Pharmacies that understand how to balance organic credibility with paid growth are quietly building an advantage that becomes very hard to compete with over time.

MARKETING: ORGANIC FOR CREDIBILITY, PAID FOR GROWTH: HOW PHARMACIES SHOULD BALANCE BOTH



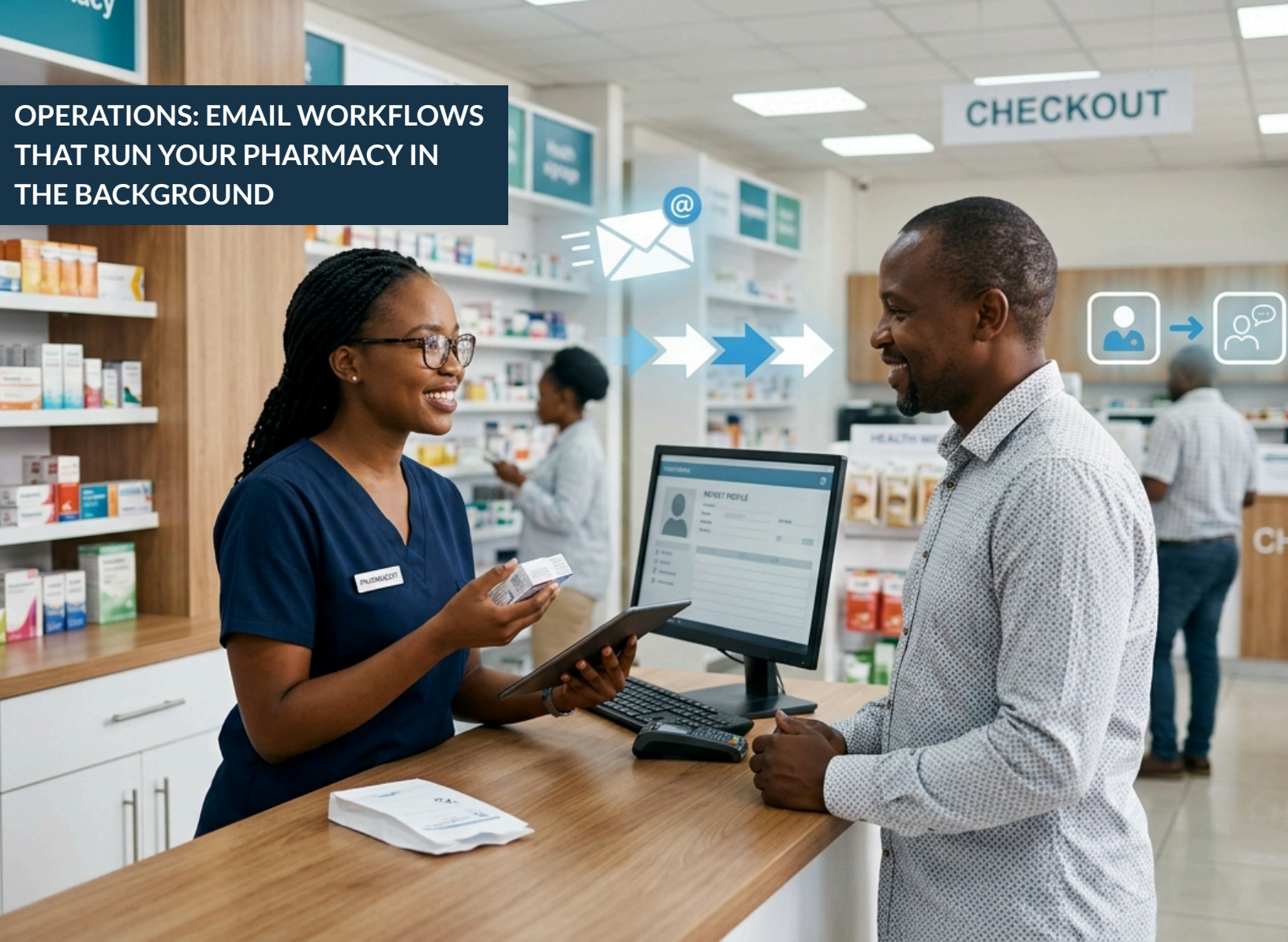
Pharmacies that understand how to balance organic credibility with paid growth are quietly building an advantage that becomes very hard to compete with over time.

And the good news is – any pharmacy can start.

Even with small steps.

Share your Organic For Credibility, Paid For Growth 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: EMAIL WORKFLOWS THAT RUN YOUR PHARMACY IN THE BACKGROUND



EMail Workflows That Run Your Pharmacy In The Background

BY THE CHEMIST

Most pharmacy owners are busy every day, serving patients, managing stock, checking prescriptions, and resolving problems. As a result, many important growth activities are pushed aside. One of them is consistent communication with customers. The best part? Automated email workflows handle customer communication seamlessly in the background.

Everything Depends on You

In many pharmacies, customer communication looks like this:

- A new customer buys once... and you hope they return.
- Someone asks about a product but never comes back.
- A regular client slowly stops visiting your pharmacy.



- Promotions are sent inconsistently—only when there’s spare time.

Nothing is wrong with this. It’s just hard to keep up with everything manually.

But over time, this creates hidden losses:

- Customers forget about your pharmacy.
- Potential buyers are never followed up with.
- Loyal customers feel unnoticed.
- Sales opportunities slip away.

This is where **email workflows** come in.

Your Pharmacy Runs Quiet Systems in the Background

Imagine this instead:

- Every new customer instantly gets a personalized welcome email.
- Customers get helpful follow-ups after purchases.
- Shoppers who browsed but didn’t buy receive a friendly reminder.
- Inactive customers receive a gentle nudge to return.

You don’t send these emails one by one.

You set them up once, and they run automatically in the background.

CUSTOMER JOURNEY



Think of email workflows as a **digital staff member that never forgets.**

4 Email Workflows Every Growing Pharmacy Should Set Up

1. Welcome New Customers Automatically

First impressions matter more than we think. Send every new customer or subscriber a prompt welcome email.

This email can:

- Introduce your pharmacy
- Share your most trusted products.
- Explain your services (delivery, refills, consultations)

- Offer a small incentive to return.

Simple example:

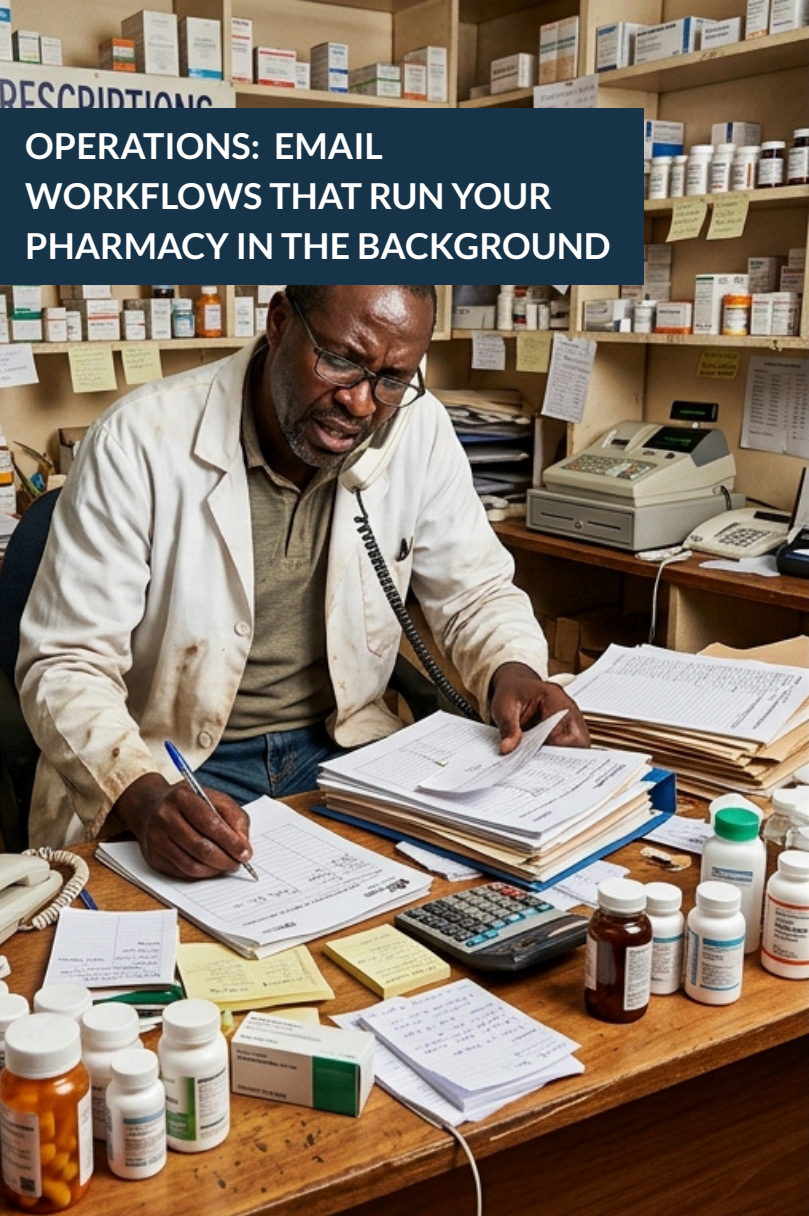
“Thank you for visiting our pharmacy. We’re here to support your health journey. Here are a few ways we can help you.”

This builds trust immediately.

And trust is what makes customers come back.

2. Follow Up After Purchases

Many pharmacies miss this opportunity.



OPERATIONS: EMAIL WORKFLOWS THAT RUN YOUR PHARMACY IN THE BACKGROUND



After someone buys:

- Vitamins
- Chronic medication
- Baby products
- Skincare
- Wellness items

A few days later, send a helpful follow-up email.

Examples:

- Tips on using the product correctly
- Related products they may need
- Refill reminders
- Health advice

This does two things:

- Shows you care.
- Increases repeat purchases.

A simple workflow like this can quietly grow revenue.

3. Nudge Browsers Who Didn't Buy

This is powerful and often ignored.

Sometimes customers:

- Ask about a product
- Click on an offer
- Visit your online catalog.
- Check prices
- Join your list



OPERATIONS: EMAIL WORKFLOWS THAT RUN YOUR PHARMACY IN THE BACKGROUND

But they don't buy.

Instead of losing them, you can send a gentle reminder.

For example:

"We noticed you were checking our wellness products. If you're still looking, here are the ones customers love most."

This works because customers often plan to buy—they just get sidetracked.

A simple nudge can bring them back.

4. Win Back Inactive Customers

Every pharmacy has this problem.

Customers who used to visit often suddenly disappear.

Maybe:

- They moved
- They found another pharmacy.
- They simply forgot about you.

An automated workflow can detect this.

OPERATIONS: EMAIL WORKFLOWS THAT RUN YOUR PHARMACY IN THE BACKGROUND



For example:

If a customer hasn't visited in 60 or 90 days, they receive a message like:

“We haven't seen you in a while. Is everything okay? Here's something special for your next visit.”

Sometimes, that's all it takes.

Many pharmacies are surprised by how many customers return after this.

Why This Matters for Pharmacy Growth

Here's the truth many owners discover late:

Growth doesn't only come from getting new customers.

It also comes from **taking better care of the customers you already have.**

Email workflows help you:

- Stay top of mind
- Build relationships
- Increase repeat purchases
- Save time
- Run your pharmacy more efficiently.



OPERATIONS: EMAIL WORKFLOWS THAT RUN YOUR PHARMACY IN THE BACKGROUND

From an **operations perspective**, this is powerful.

Because the system works even when you are busy running the pharmacy.

Or even when you are sleeping.

Start Small (You Don't Need to Be Perfect)

You don't need complicated systems.

Start with just two workflows:

1. Welcome email
2. Customer comeback email

Then grow from there.

Small systems often create the biggest results.

Small Systems, Big Growth

The pharmacies that grow fastest in the coming years may not just be the busiest ones.

They will be the ones who build **smart systems behind the scenes**.

Email workflows are one of the easiest places to start.

And once they are running, you'll wonder why you didn't set them up earlier.

OPERATIONS: EMAIL
WORKFLOWS THAT RUN YOUR
PHARMACY IN THE BACKGROUND



Share your **email 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.

SALES: BUYER PERSONAS: WHY SOME PHARMACIES ATTRACT BETTER CUSTOMERS THAN OTHERS



Buyer Personas: Why Some Pharmacies Attract Better Customers Than Others

BY THE CHEMIST

When Every Customer Feels Random

Many community pharmacy owners are familiar with this feeling.

You stock good products.

You open on time.

You even run promotions.

But the customers who walk in are unpredictable. Some buy once and disappear. Others only ask for the cheapest option. And sometimes it feels like the pharmacies growing faster are attracting *better customers* – the ones who trust advice, buy regularly, and bring referrals.

SALES: BUYER PERSONAS: WHY SOME PHARMACIES ATTRACT BETTER CUSTOMERS THAN OTHERS



This can feel frustrating.

The truth is, many pharmacies are marketing to **everyone**, but growing pharmacies are speaking clearly to a **specific audience**.

That difference is what's known as a **buyer persona**.

What Is a Buyer Persona?

A buyer persona is a clear picture of the type of customer your pharmacy wants more of. Not just "people in the neighborhood."

But something more like:

- A busy parent managing a child's asthma.
- A diabetic patient who wants reliable advice and monthly refills.
- A young professional who prefers quick service and WhatsApp orders.
- A caregiver who is buying medicines for elderly parents.

When you understand this person well, your pharmacy starts to attract more customers like them.

And that's when growth begins to feel more predictable.

CUSTOMER PERSONA PROFILE



NAME: MWAJUMA K.
AGE: 32
OCCUPATION: DIGITAL MARKETER

AGE

- 28-35 YEAR OLD AGE GROUP
- URBAN PROFESSIONAL
- HEALTH CONSCIOUS & PROACTIVE
- FAMILIAR WITH DIGITAL TECHNOLOGY

NEEDS

- RELIABLE SUPPLY OF MEDICATIONS
- CONVENIENT ACCESS TO SERVICES
- AUTHENTIC & QUALITY PRODUCTS
- TRUSTED HEALTH INFORMATION
- EASY PRESCRIPTION REFILLS

FRUSTRATIONS

- LONG QUEUES & WAITING TIMES
- OUT-OF-STOCK MEDICATIONS
- UNRELIABLE DELIVERY SERVICES
- HIDDEN COSTS OR HIGH PRICES
- POOR CUSTOMER SERVICE

BUYING HABITS

- PREFERS CARD & MOBILE PAYMENTS (e.g., M-PESA)
- SHOP ONLINE & IN-STORE
- BUYS WELLNESS & PREVENTATIVE PRODUCTS
- VALUES DEALS & LOYALTY PROGRAMS
- CONDUCTS ONLINE HEALTH RESEARCH

MODERN KENYAN HEALTHCARE INSIGHTS

What Happens When You Understand Your Best Customer

Pharmacies that use buyer personas often notice three big changes.

1. Customers Trust the Pharmacy Faster

When people feel understood, they stay.

For example:

- Your advice fits their situation.
- Your product selection feels relevant.
- Your communication feels personal.

Trust leads to repeat visits.

2. Your Marketing Becomes Easier

Instead of posting random promotions, you begin speaking directly to someone.

Example:

Instead of:

“Discounts available this week.”

You say:

“Busy parents — did you know we can prepare your child’s repeat asthma medication before you arrive?”

SALES: BUYER PERSONAS: WHY SOME PHARMACIES ATTRACT BETTER CUSTOMERS THAN OTHERS



That message feels personal. And personal messages convert better.

3. You Attract Customers Who Value Your Pharmacy

Some customers look only for the lowest price. Others look for **guidance, reliability, and care.**

Buyer personas help you attract loyal, long-term customers who truly value your pharmacy.

How To Create a Buyer Persona For Your Pharmacy

You can start this week. It does not need to be complicated.

Here is a simple process many growing pharmacies use.

Step 1: Look at Your Best Customers

Ask yourself:

- Who visits often?
- Who listens to advice?
- Who buys complete treatment plans instead of single items?
- Who recommends your pharmacy to others?

These are clues.

Your best customers are already showing you your ideal persona.

SALES: BUYER PERSONAS: WHY SOME PHARMACIES ATTRACT BETTER CUSTOMERS THAN OTHERS



Step 2: Write Down What They Are Like

Create a simple profile like this:

Example Persona: “The Busy Caregiver”

- Age: 30–50
- Situation: Taking care of children or parents
- Biggest need: Fast service and trusted advice
- Biggest frustration: Long waiting times
- What they value: A pharmacy that remembers them

Now your pharmacy has a clear person to serve better.

Step 3: Adjust Your Pharmacy Experience

Now ask a powerful question:

“If this customer walked into my pharmacy today, would everything make sense to them?”

You can adjust:

- The products you highlight
- The health advice you share
- Your WhatsApp communication
- Your refill reminders
- Your front-of-shop displays

Small changes can attract more of the right customers.

SALES: BUYER PERSONAS: WHY SOME PHARMACIES ATTRACT BETTER CUSTOMERS THAN OTHERS



Step 4: Train Your Team To Recognize ThisA Sales Insight Many Pharmacies Discover Customer

Growth accelerates when your whole team can spot your ideal customer. Here's something interesting.

For example:

The pharmacies that grow the fastest are not always the cheapest.

“Many of our customers are caregivers. Let's help them save time.” They are often the ones that make customers feel:

Your team may start to:

- Prepare refills earlier
- Offer helpful bundles
- Give clearer guidance

- understood
- supported
- confident about their health decisions

Buyer personas are what create that feeling.

This is how pharmacies quietly build loyal communities.

SALES: BUYER PERSONAS: WHY SOME PHARMACIES ATTRACT BETTER CUSTOMERS THAN OTHERS



A Simple Exercise You Can Try This Week

Ask three of your regular customers one question:

“What do you like most about buying from our pharmacy?”

Their answers may surprise you.

And inside those answers, you will often find the beginnings of your strongest buyer persona.

Community pharmacies are facing more competition:

- New pharmacies opening
- Online medicine delivery
- Price wars
- Changing customer expectations

Pharmacies that grow in this environment usually do one thing well:

They understand who they are really serving.

And when you understand your customer deeply, sales become more natural.

SALES: BUYER PERSONAS: WHY SOME PHARMACIES ATTRACT BETTER CUSTOMERS THAN OTHERS



A Small Move With Big Impact

The goal is not to attract more customers.

The goal is to attract **the right customers**.

When that happens:

- Marketing becomes clearer.
- Sales become smoother.
- Customers stay longer.

And your pharmacy becomes known for something meaningful in your community.

Share your Buyer Personas 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.



Are Your Staff Paying For Themselves? Linking Performance To ROI

BY THE CHEMIST

“We’re Busy... But Where Is The Money Going?”

You open your pharmacy every day.

The shelves are stocked.

Your staff is present.

Customers are coming in.

Yet at the end of the month, something feels off.



CASHFLOW: ARE YOUR STAFF PAYING FOR THEMSELVES? LINKING PERFORMANCE TO ROI

Salaries go out. Expenses pile up. And you're left asking a quiet but uncomfortable question: **"Are my staff actually paying for themselves?"**

Many pharmacy owners don't ask this question out loud. It feels harsh. After all, your team is part of your daily operations. They show up. They help patients. They keep things moving.

But here's the truth:

If your team is not generating or protecting revenue, your cash flow will always feel tight —no matter how busy you are.

A Pharmacy Where Every Role Supports Revenue

Imagine this instead:

- Every staff member understands how they contribute to the sales process.
- Your team doesn't just dispense—they recommend, guide, and upsell where appropriate.
- Daily activities clearly connect to the money coming in.
- You can confidently say: *"Yes, my team is worth what I pay them."*

This is not about pressure.

It's about clarity.



CASHFLOW: ARE YOUR STAFF PAYING FOR THEMSELVES? LINKING PERFORMANCE TO ROI

When performance is linked to ROI (Return on Investment), your pharmacy becomes easier to manage—and more profitable.

- Punctuality
- Basic task completion

How To Start Linking Staff Performance To ROI

Let's make this practical.

You don't need complex systems to start. You just need to connect **what your staff does** to **what your pharmacy earns or saves**.

1. Shift From "Presence" To "Contribution."

Right now, many pharmacies measure staff by:

- Attendance

These are important—but they don't directly improve cash flow.

Start asking:

- How many customers does each staff member serve?
- Are they recommending additional products?
- Are they preventing lost sales (e.g., offering alternatives when out of stock)?

Simple shift:

Move from *"They showed up"* to *"What value did they create today?"*

CASHFLOW: ARE YOUR STAFF PAYING FOR THEMSELVES? LINKING PERFORMANCE TO ROI



2. Identify Revenue-Linked Activities

Not all tasks are equal.

Some activities directly impact your revenue:

- Suggesting complementary products (e.g., vitamins with prescriptions)
- Engaging customers instead of waiting passively
- Reducing expiry losses through proper stock rotation
- Following up with regular customers

Sit down and list 3–5 activities that **actually move your cash flow.**

Then make these part of daily expectations.

3. Assign Simple Performance Indicators

You don't need complicated dashboards.

Start small:

- Daily sales per staff member
- Number of items per customer
- Stock losses prevented
- Customer return rate (even informal tracking helps)

Even rough numbers are better than guessing.

What gets measured starts improving.

**CASHFLOW: ARE YOUR STAFF
PAYING FOR THEMSELVES?
LINKING PERFORMANCE TO ROI**



4. Turn Your Team Into Sales Partners (Not Just Staff)

This is where many pharmacy owners hesitate.

You might think:

“I don’t want to turn my pharmacy into a sales shop.”

But here’s the reality:

Your customers need guidance.

Your staff is in the best position to provide it.

Train your team to:

- Ask simple questions
- Suggest helpful add-ons
- Educate customers, not just dispense

When done right, this doesn’t feel like selling.

It feels like better care.

And better care often leads to better sales.

5. Reward What You Want To See More Of

If you want performance, you must recognize it.

**CASHFLOW: ARE YOUR STAFF
PAYING FOR THEMSELVES?
LINKING PERFORMANCE TO ROI**



This doesn't have to be expensive:

- Small bonuses for hitting targets
- Public recognition within the team
- Simple incentives (even airtime or vouchers)

When staff see a link between effort and reward, something changes.

They start thinking like owners.

6. Have Honest (But Supportive) Conversations

This part matters most.

If a staff member is not contributing to ROI, don't ignore it.

Instead:

- Share expectations clearly
- Show them where they stand.
- Offer support and training.

Make it about growth—not punishment.

Often, the issue isn't lack of effort—it's lack of guidance.

It's a lack of direction.

CASHFLOW: ARE YOUR STAFF PAYING FOR THEMSELVES? LINKING PERFORMANCE TO ROI



The Real Shift: From Cost To Investment

Your staff is one of your biggest expenses.

But they can also be your biggest drivers of growth.

The difference is simple:

- **Without measurement** → Staff feel like a cost.
- **With clear ROI** → Staff become an investment.

And when that shift happens, your cash flow starts to breathe again.

A Question Worth Sitting With

At the end of this week, ask yourself:

“If I removed one staff member, would my sales drop?”

If the answer is no, there’s an opportunity to improve how roles are defined and managed.

If the answer is yes, you’re already on the right track—you just need to strengthen and scale what’s working.

**CASHFLOW: ARE YOUR STAFF
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This Is Not About Cutting Staff

It's about unlocking the value already sitting in your pharmacy.

Your team has potential.

Your systems just need to bring it out.

Start small. Stay consistent. And keep connecting effort to results.

That's how you build a pharmacy that doesn't just survive—but grows.

Share your staff ROI 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.



Diabetes Care Kit

BY THE CHEMIST

Overview

It helps patients track and control their blood sugar from home. Instead of buying items separately over time, patients get everything they need in one convenient package.

For pharmacies, this is more than a product — it's a way to increase basket size, improve patient outcomes, and build long-term customer relationships.

Key Features:

- Glucometer (starter device)
- Test strips (50s pack)
- Lancets
- Alcohol swabs
- Pill organizer
- Simple diabetes management guide (diet + medication tips)
- Optional: WhatsApp/SMS refill reminder setup

Target Market

Demographics:

- Adults diagnosed with diabetes
- Newly diagnosed patients starting home monitoring

PRODUCT: INNOVATIVE PRODUCT SPOTLIGHT: DIABETES CARE KIT



- Elderly patients managing blood sugar daily
- Caregivers supporting diabetic patients

Psychographics:

- Lifestyle: Health-conscious or managing chronic illness
- Needs: Simple, reliable daily monitoring tools
- Preferences: Convenient, all-in-one solutions that reduce confusion

Value to Clients

Short-term:

- Immediate access to essential diabetes monitoring tools
- Saves time compared to buying items separately
- Reduces confusion, especially for newly diagnosed patients

Long-term:

- Encourages consistent blood sugar monitoring
- Improves medication adherence
- Helps patients take control of their condition with confidence

**PRODUCT: INNOVATIVE PRODUCT
SPOTLIGHT: DIABETES CARE KIT**



Sales Projections

Recommended Retail Pricing (Kenya):

- Glucometer: Ksh 1,500 – 2,500
- Test strips (50s): Ksh 1,200 – 1,800
- Lancets + swabs + extras: Ksh 300 – 500

Bundle Price:

Ksh 2,800 – Ksh 3,500 per Diabetes Care Kit

Cost Estimate (to pharmacy):

Approx. Ksh 2,000 – Ksh 2,400 per kit

Estimated Profit Per Kit:

Ksh 800 – Ksh 1,100

Monthly Revenue Example:

If your pharmacy sells:

- **10 kits/month** → Revenue: ~Ksh 28,000 – 35,000
- Profit: ~Ksh 8,000 – 11,000
- **20 kits/month** → Revenue: ~Ksh 56,000 – 70,000
- Profit: ~Ksh 16,000 – 22,000

**PRODUCT: INNOVATIVE PRODUCT
SPOTLIGHT: DIABETES CARE KIT**



Hidden Revenue Opportunity:

Each kit creates **repeat purchases:**

- Test strips (monthly)
- Lancets
- Medication refills

Over 6–12 months, one diabetes patient can generate **Ksh 10,000 – 30,000+ in repeat sales.**

Selling Strategies

- Recommend the kit immediately after dispensing diabetes medication.

- Position it as a **“starter pack for managing diabetes at home.”**
- Offer small discounts vs buying items separately.
- Train staff to explain how each item is used
- Create a simple demo (show how the glucometer works)
- Offer refill reminders for test strips via WhatsApp.

Marketing Suggestions

Effective Channels:


- In-store posters: *“Managing Diabetes? Start Here.”*
- Short educational videos on blood sugar monitoring


**PRODUCT: INNOVATIVE PRODUCT
SPOTLIGHT: DIABETES CARE KIT**



- WhatsApp follow-ups for diabetic patients
- Partner with nearby clinics for referrals
- Run monthly “Diabetes Care Days” with basic screening.

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