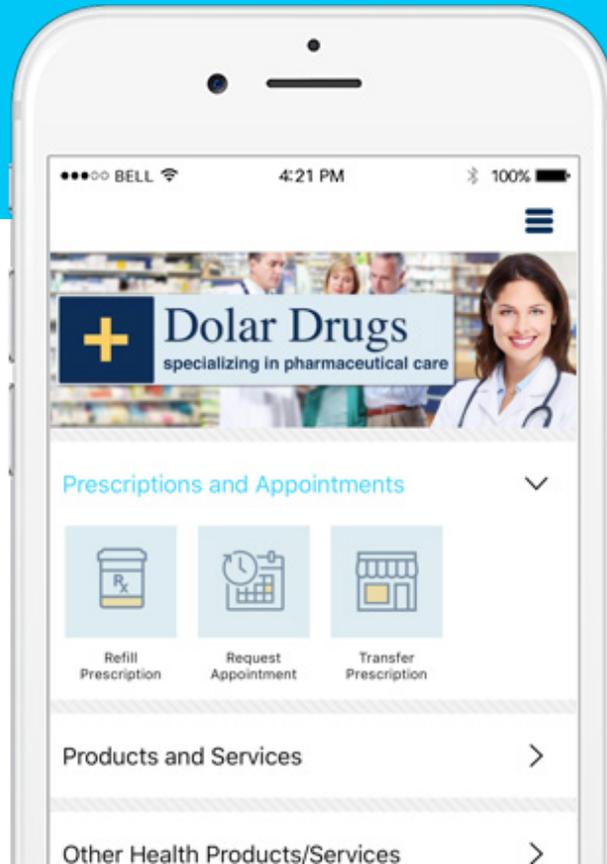


## 7 COMPELLING REASONS

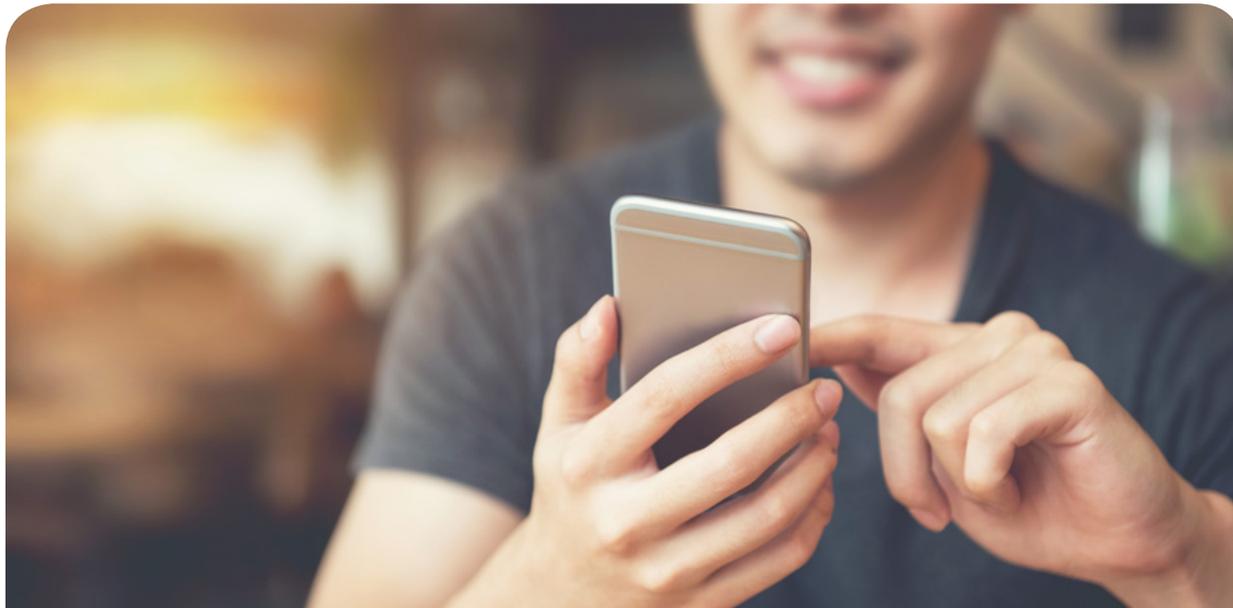
# WHY YOUR PHARMACY SHOULD HAVE A **MOBILE APP**



**LOOK AROUND. EVERYONE IS ON THEIR PHONE THESE DAYS.** In fact, consumers spend an average of 5 hours per day on their smartphones, with 92% of that time being spent in mobile apps.

In an increasingly digital world, a strong mobile presence is mission critical. As your customers become more technologically savvy, they come to expect the ease and convenience of a streamlined mobile experience – and to have the resources and capabilities they’re looking for—quite literally—right at their fingertips.

**This then begs the question: are they seeing your business?  
Can your customers reach you with a single touch?**



Mobile apps are changing the way so many companies (and their target buyers!) do business – and pharmacies are no exception. According to Walgreens, customers using mobile devices are filling prescriptions at a rate of more than one every second. That's over 31 million prescriptions per year!

Yet refills are just the tip of the iceberg. Innovative pharmacy owners are also leveraging mobile technology to help improve adherence, deliver patient education, market new products and services, generate referrals, and more. Because they extend your pharmacy's presence into the digital landscape, apps enable your customers to connect and do business with you 24 hours a day, 7 days a week, from virtually anywhere around the globe.

If you are looking for opportunities to increase sales, reduce costs, and improve customer satisfaction, read on to learn **7 essential reasons why your pharmacy needs a mobile solution.**



In 2016, Americans spent an average of five hours using mobile devices per day.



SOURCE Flurry Analytics

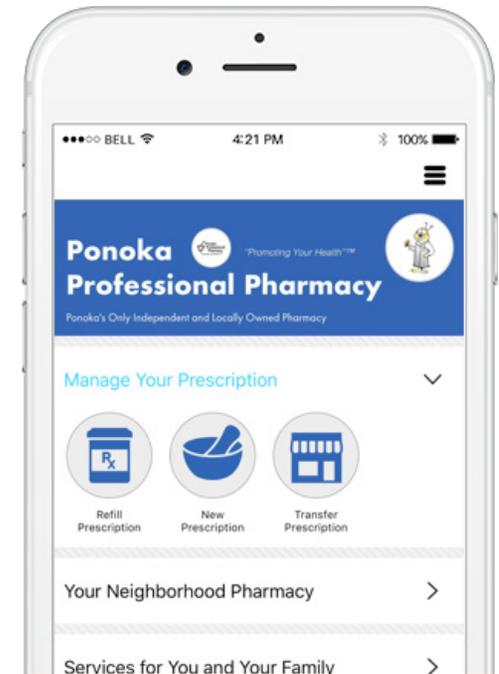
Average Monthly Minutes Per Visitor



SOURCE comScore Mobile Metrix

# 1. Provide More Opportunities to Serve Your Customers

Mobile solutions create new opportunities for customers to interact with your business in ways that makes their lives easier. Rather than remembering to call the next morning, a patient that notices their medication running low while taking their evening dose can immediately request a refill. A busy parent can submit a new prescription directly from the parking lot of the pediatrician's office, knowing it will be ready for pickup when they arrive at the pharmacy. And the customer not able to call from their office or other public place? Well, they can easily schedule an appointment without ever having to worry about who might overhear.



**Simplified access to refills, shorter wait times, streamlined scheduling...**

these benefits are all part of providing a higher level of service – a primary consideration for 50 percent of patients when choosing a pharmacy. As the saying goes, a happy customer is a repeat customer.

## 2. Engage with Your Customers More Frequently

Independent pharmacy is all about building deeper relationships with your patients. These personal interactions are part of the reason you decided against becoming just another faceless outpost of a large chain or banner. Facilitating more of these important personal interactions is a primary function of your mobile solution! From sending timely reminders about vaccinations for flu season to highlighting personalized content such as video vignettes and blog posts, mobile apps allow you to connect with your customers before they even step into your store.

Young and old, the data shows that customers today expect to learn about products and services electronically – and to be able to place orders online. Of course, that doesn't mean every interaction will be virtual. More importantly, having a mobile app drives additional in-person visits by customers who show up more informed and ready to purchase.

According to Walgreens, customers with whom they connect digitally generate **six times more revenue** than walk-in customers.



### 3. **Market Products and Services Beyond Prescriptions**

The business of pharmacy is changing, and taking advantage of the expanding scope of practice is more important than ever. But how familiar are your customers with the range of services you offer? Do they know you can help them with vaccinations, smoking cessation, and medical supplies? Do they turn to you first for the treatment of minor ailments, or prescribing common medications?

With prescription margins and rebates continuing to decline, growing your business means educating customers to think of their pharmacy as more than just a place to pick up their medications.

Mobile solutions provide a direct channel to reach out and explain how you can help manage their diabetes, prepare for upcoming travel, or even cater to the medication needs of their furry friends.



## 4. Save Staff Time for More Value-Added Services

Everyone could use more time in the day, even if it's just measured in minutes. While a single phone call to take a refill request or schedule an appointment may not take long, across weeks and months, the hours quickly add up. What if you didn't have to answer just a handful of those calls each day? Would you spend more time counseling patients? Provide an extra injection? Or maybe complete another medication review?

Odds are you became a pharmacist because helping customers improve their health is important to you. Saving time that you and your staff would otherwise spend on routine tasks allows you to get back to doing what matters most.

Your team is happier, your customers get better care, and your pharmacy sells more services. The fact is, mobile apps make everyone better off.



## 5. Understand Your Customers Better

Some of the biggest companies in the world (think Facebook or Google) got there by learning more about their users than anyone else. Intimately understanding their customers (what they like, when they shop, how often they're online, etc.) has given them the ability to meet their needs better than their competitors, allowing them to grow exponentially.

You may have an idea of who your customers are based on the medications they take, or conversations they have with you about their conditions, but how well do you really know them? Have they looked at your flyers in the newspaper? Have they heard your advertisement on the radio? If so, do you know what caught their attention? How about which products or services they may be interested in?

Unlike traditional advertising, mobile applications can provide a wealth of information about who is receiving your messaging and what they are doing with it.

Analytics show you how often customers are engaging with your app, what they're using it for, what time of day they're most likely to access it, and more. With advanced implementations, the data can even tell you who your users are, how often they visit your store, and how long they stay. Ask the most successful companies in the world – knowledge is power.



## 6. Level the Playing Field

Chains have them. Banners have them. Increasingly, even other independents in your town have them. Mobile solutions are the ultimate equalizer, giving you the same footing your competitors have when it comes to engaging with customers, even though they may have more locations or bigger budgets. No matter how large their store may be or how many commercials they have on TV, on a mobile device, every company starts out as the same tiny square. With an app, you show customers you are just as innovative, just as full-service, and perhaps above all, always open for business.

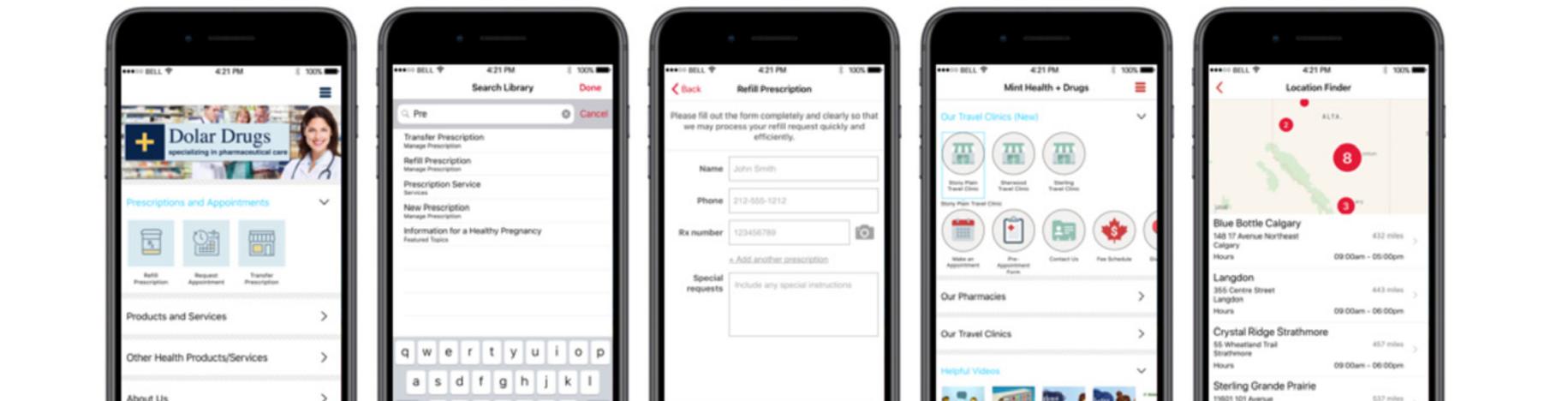
On the other hand, pharmacies that are *not* leveraging technology to engage with their customers are not only missing out on new opportunities to grow their business, they're risking losing their customers to the competition! It may not be easy to spot as it is happening but, over time, the slow trickle of just one customer per month deciding they enjoy the convenience of submitting refills electronically, or one new family in the neighborhood choosing their pharmacy based on a colleague sharing the app, can become a torrent of lost profits.



## 7. Improve Your Bottom Line

Profits are the engine of any small business, powering the activities that improve the lives of your customers, provide job security for your staff, and support a comfortable lifestyle for you and your family. You take pride in your independent pharmacy and work hard to make it successful. Technology's job is to take your efforts and magnify them, allowing you to process more prescriptions in the same amount of time, reach more people for the same amount of money, and share your products and services without the limitations of space or time. The opportunity is not measured by what things a mobile app can do, but by the amazing things you can do with a mobile app.

Let us show you.



## ABOUT TOUCHPOINT STUDIO

TouchPoint Studio is a mobile app platform developed by Fountainhead Mobile Solutions, a cutting-edge provider of sleek and intuitive mobile solutions to organizations big and small seeking to amplify their brand's reach and value to the rapidly expanding population of active mobile users. After spending nearly two decades designing and developing for some seriously big brands, we set out to create a platform that would make mobile technology available to every businesses, not just big corporations with large marketing budgets. After countless hours putting our heads together, unpacking and then repacking our ideas, TouchPoint Studio—the most cost-effective mobile app platform for small to mid-sized businesses—was born. We pride ourselves on solving problems for our clients. We're experts in our field, always learning and growing to remain competitive. And we care about our partnerships, as you do yours.

### CONTACT US TODAY

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### OR VISIT OUR WEBSITE

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