



Point-of-Care Testing Marketing Execution Guide

Overview

Health and wellness services are becoming increasingly important for independent pharmacies. The competition continues to expand their offerings to include full-service point-of-care medical testing and vaccinations for the flu, COVID-19, strep, shingles, and more. Patients are looking for and expecting these services from their trusted pharmacies. Through point-of-care testing, you can provide another valuable service to your patients and further enhance your ability to offer effective, quality patient care. As a *Good Neighbor Pharmacy* member, you have access to resources to help you promote your point-of-care testing services to your patients and community. In this guide, you can find information on all the available resources as well as tips for patient engagement and guidance on execution.

Patient engagement resources



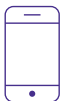
Marketing materials on Brand Central Station and SOCi

You can access print and digital marketing materials from the “Point-of-Care Testing” libraries on [SOCi](#) and [Brand Central Station](#). Marketing materials include both print and digital collateral, such as:

- Lawn signs
- Window clings
- Bag stuffers
- Posters
- Social media graphics
- Facebook cover photos

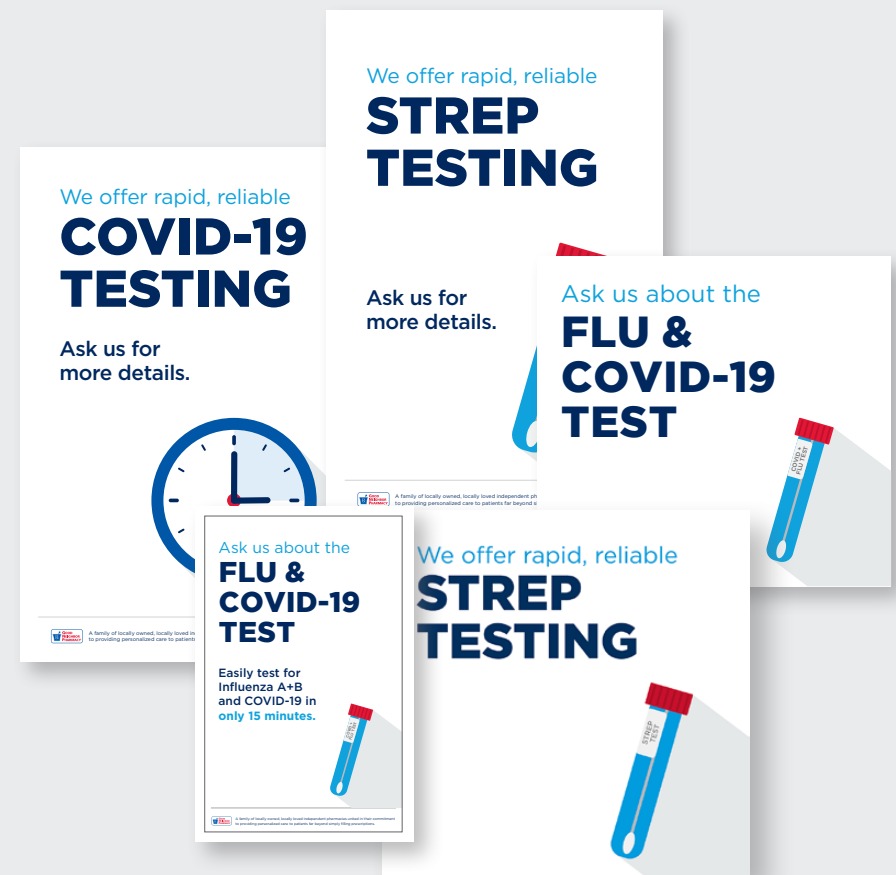
You can also conveniently purchase a bundle of professionally printed items promoting the Flu & COVID-19 Test through the “Point-of-Care Testing” library on [Brand Central Station](#), which includes:

- 1 poster
- 1 lawn sign
- 1 window cling
- 50 bag stuffers



MyGNP.com local pages and the My GNP mobile app

Make sure your patients are aware that you offer point-of-care testing by updating your services list with the specific test(s) you offer. Customizing your services will result in updates on both your [MyGNP.com](#) local page and the My GNP mobile app. Ask your *Good Neighbor Pharmacy* advertising manager how to get started.





Google My Business listing

Good Neighbor Pharmacy Premier members can share a Google Business Profile post through [SOci](#) to let people searching for your pharmacy know that testing services are available. By default, posts will be visible on your Google Business Profile listing for 7 days.



Google Advertising

Help patients find your pharmacy on Google when they are searching for point-of-care testing by selecting additional keyword categories for your Google Paid Search campaigns. *Good Neighbor Pharmacy* Premier members can select keywords by contacting their *Good Neighbor Pharmacy* advertising manager or completing this form: www.localact.com/gnp-ads/. Be sure to select all additional categories you would like to run for your campaigns before submitting the form. Relevant keyword categories may include COVID-19 Testing, Strep Testing, and Flu Testing.



Signage on the *Good Neighbor Pharmacy* Signage Portal

Good Neighbor Pharmacy has made additional signage available to you on the [Good Neighbor Pharmacy Signage Portal](#). Leverage floor decals, feather flags, and more.

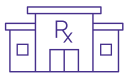


Outbound call campaigns

Setting up a call campaign empowers you to connect with patients and helps keep them calm. Through our partnership with PrescribeWellness, you can quickly record a message in your voice, and its platform will distribute the message to your patient base. Details on the Point-of-Care testing call campaigns can be found on [Brand Central Station](#) in the Outbound Call Campaign Guide.



Tips and best practices



Tips for in-store promotion

- Display marketing materials prominently throughout your store.
- Have your staff remind patients at check out that point-of-care testing is available.
- Put together an endcap focused on cough, cold, and flu over-the-counter products near the area of your store where testing is offered. You can find planograms by visiting ABC Central and clicking on *Good Neighbor Pharmacy*, In-Store Experience, and then Planograms.
- Be available for patients in case they have any questions.
- Order more marketing materials from [Brand Central Station](#) if your supplies are running short.
- If your store has any special guidelines or precautions around COVID-19, make sure your patients are aware.



Tips for social media promotion

- Update your cover photo on Facebook and Twitter with the available Point-of-Care testing graphics on [Brand Central Station](#) so that patients are aware that you offer this service as soon as they visit your profile.
- Post about the test(s) you offer every other week on social media throughout cold and flu season by utilizing the provided marketing materials or creating original posts. Original content that is personalized to your pharmacy can help amplify your message and grab the attention of your patients. Some ideas include:
 - Candid videos (such as your pharmacists or staff members explaining the available testing).
 - Testimonials about the testing process from patients. (Make sure to get their permission first!)
 - Educational posts and videos on the testing.

Pharmacist resources

You can find further resources and information on the [Point-of Care Testing page](#), [COVID-19 Resource Center](#), and [Flu Resource Center](#).

You can also access the [Implementation Guide](#) as a further resource. This guide includes helpful information on training, testing equipment and supplies, billing, workflow and staffing, and much more.

For more information, please contact your *Good Neighbor Pharmacy* advertising manager or email gnpmarketing@amerisourcebergen.com.