



Front-End Guide

July-September 2023





The Front-End Guide is a comprehensive calendar that highlights campaigns and initiatives to help optimize the marketing strategy and operational efficiency of your pharmacy and ultimately enhance patient experience.

Front-End Guide Key

Look for these icons throughout the month that correspond with the daily content.



Marketing

Amplify your brand and identity with customized marketing strategies that showcase your individuality and extend your local reach. Promote your offerings throughout your store with print marketing materials. Connect and engage with your patients through social media. Enhance your digital footprint with a local page on www.mygnp.com, reputation management, the My GNP mobile app, and more. When you see this icon, you will find ways to increase awareness of your pharmacy and highlight your pharmacy's unique services and features.



Front end

Enhance patient experience and boost sales by leveraging your front end. How you organize your front-end products and promote them to your patients can significantly influence your bottom line and help increase patient loyalty. When you see this icon, you will find information on planograms and endcaps, promotional ideas for your front end, ways to spark conversations with your patients, and much more.
























Insights and education

Stay engaged with and informed about the *Good Neighbor Pharmacy* program and industry updates that will help maximize your business. When you see this icon, you will find insightful articles, relevant podcast episodes, and educational opportunities to help you and your employees thrive.



July 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
<p>If you are closed or closing early for the 4th of July, alert your patients on social media and on your website. 2</p> 	<p>Tomorrow is the 4th of July! Make sure you have the social media graphic downloaded and scheduled to go live tomorrow. Access it now on Brand Central Station and SOCI. 3</p> 	<p>Your <i>Retail Remedy</i> is available online at www.abcretailremedy.com, including direct links to the products on ABC Order. Check out this month's deals one more time before they expire. This issue includes the Annual Buying Event! 4</p> <p>Independence Day</p> 	<p>Planograms for Cough & Cold are now available. 5 Access them by visiting ABC Central and clicking on "Good Neighbor Pharmacy" and then "Planograms."</p> 	<p>Let your patients know you are available if they have questions about how to manage their medications by displaying the counter cling and distributing the bag stuffers that were included in your Front-End Kit. 6</p> 	<p>Educate your patients on ways to make medication adherence simpler with new print and digital marketing materials. Access them now on Brand Central Station and SOCI. 7</p> 	<p>8</p>
<p>9</p>	<p>Support your peers by voting for the 2023 <i>Good Neighbor Pharmacy</i> of the Year! Check out the finalists and place your vote by visiting www.mygnp.com/pharmacyoftheyear. Voting ends on Monday, July 24th. 10</p>	<p>11</p>	<p>The Home Healthcare Catalog is available at www.gnphomehealthcare.com. See hundreds of products that support your patients' at-home needs. 12</p> 	<p>Have you viewed the new and exclusive immunization education on <i>Good Neighbor Pharmacy University</i>? Discover the ins and outs of vaccinations and expand your pharmacy's footprint within your local community. Hover over the "Patient Care Services" tab to access this curriculum. 13</p> 	<p>July is National Independent Retailer Month. Download and share the social media graphic available on Brand Central Station and SOCI. 14</p> 	<p>Tomorrow is National Ice Cream Day! Download and share the social media graphic available on Brand Central Station and SOCI. 15</p> 
<p>Celebrate World Emoji Day tomorrow! Download and share the social media graphic available on Brand Central Station and SOCI. 16</p> 	<p>Hot Price Program Customers: Your monthly POS file is now available on ABC Central. Be sure to download the file and set up your shelf talkers from your Front-End Kit. The more you sell, the higher your reimbursement credit! To learn more, email abchotprice@amerisourcebergen.com. 17</p> 	<p>Your August Front-End Kit will arrive this week. Don't forget to open it and review and display the materials! 18</p>  	<p>Tomorrow is National Get To Know Your Customers Day. Make sure you have the social media graphic downloaded and scheduled to go live tomorrow. Access it now on Brand Central Station and SOCI. 19</p> 	<p>Share education and tips to reduce antibiotic side effects using new marketing materials available now on Brand Central Station and SOCI. 20</p> 	<p>Only a couple of days left! Don't forget to support your peers by voting for the 2023 <i>Good Neighbor Pharmacy</i> of the Year! Check out the finalists and place your vote by visiting www.mygnp.com/pharmacyoftheyear. Voting ends on Monday, July 24th. 21</p> 	<p>22</p>
<p>23</p>	<p>Share skin cancer prevention tips and education with your patients using new social media graphics available on Brand Central Station and SOCI. 24</p> 	<p>25</p>	<p>Educate your patients on need-to-know information about antibiotics with new social media graphics in the Medication Adherence & Safety library on Brand Central Station and SOCI. 26</p> 	<p>Schedule August's Daily Posts for Your Page so that you can stay up-to-date and active on your social media accounts throughout the month. 27</p> 	<p>28</p>	<p>Tomorrow is International Friendship Day. Download and share the social media graphic available on Brand Central Station and SOCI. 29</p> 
<p>30</p>	<p>31</p>					



August 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 ThoughtSpot 2023 begins! We hope to see you in Las Vegas. If attending, don't forget to visit the Marketing Lab and Pharmacy to learn more about marketing and promoting your front end.	3 August is National Immunization Awareness Month. Download and share the social media graphic. Access it now on Brand Central Station and SOCl .	4 If you are participating in the ChildPrint ID Kits® campaign, don't forget to display the marketing materials in your store to let your patients know! You can find them in the August Front-End Kit and access them now on Brand Central Station .	5 Planograms for Pain Management and Eye/Ear are now available. Access them by visiting ABC Central and clicking on "Good Neighbor Pharmacy" and then "Planograms."
6	7 As school years begin, wish students and teachers who are headed back a happy first day of school! The social media graphic is available for you to use on Brand Central Station and SOCl .	8 The start of a new school year is the perfect time to promote the Free Vitamin Program to your patients. Visit Brand Central Station and SOCl for marketing materials, or email programs@amerisourcebergen.com to learn more.	9 Let your older patients know the importance of staying up-to-date on their vaccines with a counter card and poster that were included in the August Front-End Kit.	10 Remind your patients that you have free ChildPrint ID Kits® available in your store by posting on social media. Access social media graphics on Brand Central Station and SOCl .	11 Make up to 50% margin on more than 800 <i>Good Neighbor Pharmacy</i> Private Label Products. See our online catalog at www.gnpproducts.com .	12
13	14 Tomorrow is National Relaxation Day. Download and share the social media graphic. Access it now on Brand Central Station and SOCl .	15 Help your patients keep their kids healthy as they return to school with new social media graphics. Access them now on Brand Central Station and SOCl .	16 Be on the lookout for the flu shot kit materials. They should arrive in your store this week in the September Front-End Kit.	17 Visit ABC Central for information on <i>Good Neighbor Pharmacy</i> programs, product announcements, and other resources for your daily business needs. See the Consumer Products page too!	18 The heat is on, and so is the education on <i>Good Neighbor Pharmacy University</i> ! Pain management, oral and respiratory health, and diabetes — they are all available for a limited time. Find it here .	19
20	21 Hot Price Program Customers: Your monthly POS file is now available on ABC Central . Be sure to download the file and set up your shelf talkers from your Front-End Kit. The more you sell, the higher your reimbursement credit! To learn more, email abchotprice@amerisourcebergen.com .	22 Access the exclusive point-of-care testing (POCT) overview on <i>Good Neighbor Pharmacy University</i> , which will walk you through the process for implementing POCT with a variety of videos, articles, and resources. It also includes best practices for those already providing POCT. Log in and then click the "Patient Care Services" tab.	23 Start to display the flu shot kit marketing materials throughout your store so patients are aware that flu shots are available. Access them now on Brand Central Station and SOCl .	24	25 Tomorrow is National Dog Day! Don't forget to share photos of your furry friends using the hashtag #DogsofGNP. A social media graphic is also available to download on Brand Central Station and SOCl .	26
27	28 Educate your patients on immunization awareness with new print and digital marketing materials. Access them now on Brand Central Station and SOCl .	29 Schedule September's Daily Posts for Your Page so that you can stay up-to-date and active on your social media accounts throughout the month.	30 Your <i>Retail Remedy</i> is available online at www.abcretailremedy.com , including direct links to the products on ABC Order . Check out this month's deals one more time before they expire.	31		



September 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					September is National Prostate Cancer Awareness Month. Raise awareness by downloading and sharing the social media graphic available on Brand Central Station and SOCl . 1	If you are closed or closing early for Labor Day, let your patients know on social media and on your website. 2
Tomorrow is Labor Day. Make sure you have the social media graphic downloaded and scheduled to go live tomorrow. Access it now on Brand Central Station and SOCl . 3	If you need guidance on executing flu shots in your pharmacy, check out the Flu Shot Execution Guide, available on Brand Central Station in the "Flu Shots" library. 4 Labor Day	Planograms for Foot Care, Household, and Humidifiers/VAPS are now available. Access them by visiting ABC Central and clicking on "Good Neighbor Pharmacy" and then "Planograms." 5	Share new flu prevention print and digital marketing materials with your patients. Access them now on Brand Central Station and SOCl . 6	Pets can have allergies too! If you offer pet health in your pharmacy, let pet owners know you have the medications they need to help manage their pet's seasonal allergies. Visit the "Pet Health" library on Brand Central Station and SOCl . 7	If your pharmacy is offering flu shots, download and share the available social media graphics to make sure your patients are aware. Access them now on Brand Central Station and SOCl . 8	Tomorrow is National Grandparents Day. Download and share the social media graphic. Access it now on Brand Central Station and SOCl . 9
Today starts National Suicide Prevention Week. Promote awareness on your social media channels by sharing the social media graphic. Access it now on Brand Central Station and SOCl . 10	Tomorrow is the National Day of Encouragement! Download and share the social media graphic. Access it now on Brand Central Station and SOCl . 11	Finish your CE requirements before the holiday season approaches! Head to Good Neighbor Pharmacy University and click on the catalog to access nearly 100 continuing education courses. 12	13	If you need to replenish your supply of flu shot marketing materials, you can access them now on Brand Central Station . 14	Celebrate Rosh Hashanah tomorrow. Make sure you have the social media graphic downloaded and scheduled to go live. Access it now on Brand Central Station and SOCl . 15	16
17	Hot Price Program Customers: Your monthly POS file is now available on ABC Central . Be sure to download the file and set up your shelf talkers from your Front-End Kit. The more you sell, the higher your reimbursement credit! To learn more, email abchotprice@amerisourcebergen.com . 18	Your October Front-End Kit will arrive this week. Don't forget to open it and review and display the materials! You will also find Retail Remedy . Open it, and learn how you can save up to 30% on over 300 new and top-performing front-end products. 19	Schedule October's Daily Posts for Your Page so that you can stay up-to-date and active on your social media accounts throughout the month. 20	Today is National Get Ready [for flu] Day. Promote awareness by sharing the social media graphic, available for download on Brand Central Station and SOCl . 21	Tomorrow is the first day of fall! Make sure you have the social media graphic downloaded and scheduled to go live tomorrow. Access it now on Brand Central Station and SOCl . 22	Rosh Hashanah 23
Celebrate Yom Kippur tomorrow. Make sure you have the social media graphic downloaded and scheduled to go live. Access it now on Brand Central Station and SOCl . 24	Today is World Pharmacist Day! Celebrate by sharing a photo of your pharmacists on social media. You can also share the graphic available for download on Brand Central Station and SOCl . 25 Yom Kippur	Your Retail Remedy is available online at www.abcretailremedy.com , including direct links to the products on ABC Order . Check out this month's deals one more time before they expire. 26	Tomorrow is National Good Neighbor Day . Make sure you have the social media graphic downloaded and scheduled to go live tomorrow. Access it now on Brand Central Station and SOCl . 27	Tomorrow is World Heart Day. Download and share the social media graphic. Access it now on Brand Central Station and SOCl . 28	29	First Day of Fall 30



Good Neighbor Pharmacy Helpful Links

Brand Central Station

Good Neighbor Pharmacy Brand Central Station is a one-stop shop for all of your digital and print marketing needs. Marketing materials can be customized, downloaded, and/or printed to optimize your pharmacy's marketing strategy.

www.gnpbrandcentralstation.com

GNP Central

Good Neighbor Pharmacy Central is a digital resource designed for members to learn more about the program and maximize benefits. Please be aware that you need to use your ABC Order login credentials to access the site.

<https://www.gnpcentral.com>

GNP University

Good Neighbor Pharmacy University is the go-to destination for continuing education courses, allowing pharmacies to receive credit, certifications, and annual accreditations online. Assign courses to staff members and have the ability to monitor and track completion.

<https://gnpu.learn123bridge.com>

Local Listings Management

Good Neighbor Pharmacy Local Listings Management assists you with managing your online business listings, which makes it easier for patients to find your pharmacy. When you grant *Good Neighbor Pharmacy* ownership of your listings, we ensure that your local data and pharmacy information are accurate, current, and consistent across all digital business listings, including Google, Bing, and many other directories.

<https://app.localact.com>

Our Independent Voice

Our Independent Voice advocates for independent pharmacies. AmerisourceBergen is committed to advocacy with legislative and regulatory bodies to ensure you can continue to do what you do best: provide quality patient care in the vitally important community setting.

www.ourindependentvoice.com

Signage Portal

The *Good Neighbor Pharmacy* Signage Portal allows you to order branded or customized interior and exterior signage to help with your pharmacy layout and promote your business in your community.

www.goodneighborpharmacysigns.com

SOCi

SOCi is a social media management platform available only to *Good Neighbor Pharmacy* Premier members. SOCi allows you to manage your social media content and online reviews across multiple locations on one centralized platform.

www.app.meetsoci.com

WeAreGNP.com

Good Neighbor Pharmacy works with your pharmacy to simplify your business operations, amplify your brand, and protect your independence while giving you more time to provide your patients with the personalized care they deserve. With decades of industry experience, a data-driven approach, expert business coaches, and a powerful managed care network of more than 4,600 independent pharmacies, *Good Neighbor Pharmacy* is equipped to support and empower your business.

www.wearegnp.com

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