

# Ideas for **Pharmacists** in **Managed Care** **Settings**

## **1** Schedule special health events.

Use this time to encourage patients with the message of “talk to your pharmacist today.” Examples include a flu shot clinic or health screening day (e.g., cholesterol, diabetes, osteoporosis screening).

## **2** Hold one or more “medication check-ups” or “brown bags.”

Invite patients to bring all their medications—prescription and nonprescription—to the pharmacy. Pharmacists can examine them for expiration dates, potential drug interactions and other problems.

## **3** Create a festive atmosphere for an open house.

Serve refreshments and offer small takeaways, like buttons, magnets, pens or pencils.\* Invite attendees to enter a drawing for small prizes, like gift certificates to area restaurants or local movie theaters.

## **4** Highlight your pharmacy technicians.

Get technicians involved by recognizing their contributions to your operation. Post their photos in the lobby. Give them a “thank you” luncheon complete with a cake. Purchase tokens to distribute on National Pharmacy Technician Day.\*

## **5** Purchase children’s activity books for your facility.

While parents are waiting, the kids will have something to keep them busy.

## **6** Develop a calendar of events.

Laminate your calendar and distribute it to your staff.

## **7** Arrange “curbside consultations” for patients and caregivers.

Encourage them to talk with pharmacists about medication therapy issues. Hold the sessions in a conference room or other relatively private area, and allot from 5 to 10 minutes per person.

## **8** Decorate ambulatory care pharmacies.

American Pharmacists Month banners, posters and balloons are great ways to publicize your events.\*

## **9** Have a drug information call-in day for the public.

Invite patients to call and get answers to their medication therapy questions.

\* Promotional items are displayed in the *AphM Product Guide* and can be ordered on [www.pharmacist.com/aplm](http://www.pharmacist.com/aplm).



During the month of October, pharmacy staff were encouraged to wear their “Celebrate Pharmacy” T-shirts at Kaiser Permanente.