

# PakMyMeds™ CHECKLIST

## STARTUP

- Your team is comfortable processing RapidPakRx jobs (i.e. workflow is solid, capacity to do more).
- Decide whether/how much to charge for your packaging service.
- Convert 50-100 existing patients to pouch packaging.
- Set a 6-12 month goal for the number of new patients you want on packaging.
- Establish/adjust current marketing plan(s) to address your packaging offer.
- Review the entire PakMyMeds Resources page to decide what you will use or adapt.

## GETTING YOUR STORE READY

- Place countertop signs, posters, banners, POP "candy box" displays in your store.
- Create bag stuffers or mini flyers customers can take home with them.
- Play PakMyMeds TV "loop" for customers to watch while waiting.
- Your staff understands the importance of your packaging program.
- Your staff can explain the packaging program to patients, colleagues, and friends.

## BRANDING

- Send your full color, high quality store logo (EPS file preferred) to RxSafe's marketing team.
- Leverage the PakMyMeds brand (or create one yourself).
- Choose dispenser box type (PakMyMeds standard, PakMyMeds booklet, white, custom).
- Do you want to use labels on your box? Visit RxSafe's online stores.

## NEIGHBORHOOD OUTREACH

- Canvas nearby neighborhoods/ senior living communities with flyers and door hangers.
- Host "lunch and learn" for nearby residents.
- Drop off candy box at doctor's offices.
- Attend local health fairs and community events with candy samples, balloons, etc.
- Pitch adherence packaging story to local news media.

## PARTNERSHIPS

- Actively target LTC, home health, SNF, doctors and other nearby referral sources
- Order candy box samples to deliver (in person or by mail) to all of the above partners

## FACEBOOK LEADS

- Select ZIP codes and/or radius for targeting your ads.
- Select best "launch date" to begin receiving Facebook leads.
- Google My Business listing up to date (online "maps" listing that shows location, phone, and store hours).
- "Like"/ Follow the PakMyMeds Facebook, Twitter and Instagram accounts.
- Select team member to "own" the lead follow-up.
- Establish method/process to text, call, and email prospective new patients.

## SOCIAL MEDIA

- Actively post Facebook patient photos holding box with #hashtag.
- Post Facebook patient testimonials with #hashtag.
- Post Facebook videos with #hashtag.