



Marketing Material Placement Guide Pharmacy Services POS Execution Model



Poster - Display

- Waiting Room
- Consultation Area
- Pick Up & Drop Off Counter
- Pharmacy Area



Tent Sign - Display

- Pick Up & Drop Off Counter
- Consultation Area
- Waiting Room Table
- Visit your local highest prescribing hypertension and diabetes specialists or general practitioners/family doctors and tell them how you can better manage patient blood pressure



Shelf Talker - Display

- OTC Aisles - i.e. Hypertension and cardio medications
- Heart - Hypertension - Glucose
- Healthy Food Aisles
- Place them at or below eye level in the above mentioned areas
- Communicate to store manager



Window Clinger - Display

- Drive Thru Window
- Front-end store Entrance
- Pharmacy Area - window separation between pharmacy & patient



Bag Stuffer

- Place in each Hypertension related prescription bag



Coat Button - Display

- Pharmacist White Coat
- Tech White Coat
- Front-end or Rx Clerk shirt or coat