
HOW TO INTRODUCE A FREE VITAMIN PROGRAM

Knowledge check:

Question: Pick the one health benefit of a free vitamin program can provide?

- Get rid of old supply of Supplements (vitamins)
- Replace depleted nutrients removed by medication
- Customer gets cheap OTC for their problem

Knowledge check:

Question: Of the 5 listed statements below, which 3 are ways of making a program effective?

- Have a team meeting to determine the objective
- Hand out the expired vitamins to save costs
- Give the vitamins to your most loyal customers
- Co-promote this program with a service provided
- Track the customers involved to identify the ROI

Questions #1: Offering a Free Vitamin program to customers (patients) can _____?

- Offer opportunity to educate patients on OTC supplements
- Build customer loyalty
- Attract and engage new customers
- All the above

Question #2: Offer free vitamins to children will attract younger families?

- True
 - False
-

HOW TO INTRODUCE A FREE VITAMIN PROGRAM

Question # 3. Why make Free Vitamin Program a part of Pharmacy offering?

- Makes it easier to charge the patient
- Health advantages and complements other services
- So employees don't have to spend time selling supplements

Question # 4: What task makes the program design a success?

- Delegate the owner to run the program
 - Train the whole staff on the benefits
 - Assign a handling fee to the customer involved
 - Identify the most compliant patient
-