



GPS



NCPA<sup>®</sup>  
NATIONAL COMMUNITY  
PHARMACISTS ASSOCIATION

**Growth. Performance. Success.**

**2024 ANNUAL CONVENTION**



# Authenticity in LTC Marketing: The Trust Advantage

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**NCPA 2024 Annual Convention and Expo**  
Columbus, Ohio

# Speaker



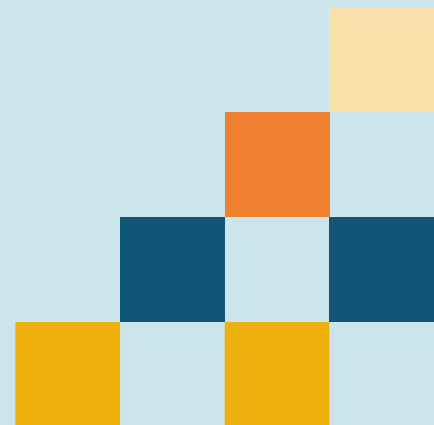
**Daniel A. Brown**

President/Co-Owner

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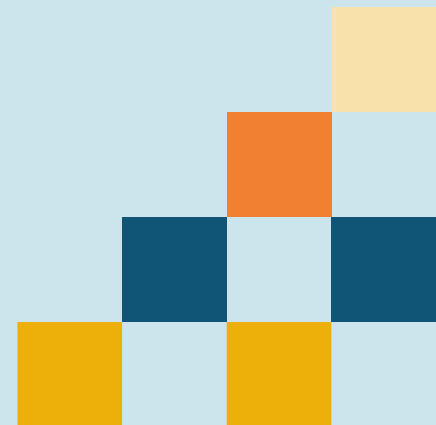
# Disclosure Statement

There are no relevant financial relationships with ACPE defined commercial interests for anyone who was in control of the content of the activity.



# Pharmacist and Technician Learning Objectives

1. Strategies for generating authentic engagement through marketing efforts KH0
2. Review the principles of ethical marketing
3. Implement KH1 trust-building techniques in marketing campaigns



# Strategies for Authentic Engagement

1. Understand who you are first and your core competencies.
2. Determine your territory.
3. Identify your “inventory” potential clients.



# Strategies for Authentic Engagement

1. Strategic approach using the % method.
2. No cold calls value adds.
3. Easiest new customer is a current referral.
4. Customer Testimonials.

- **Testimonial:**

- “Hello. My name is Brian Grundusky and I am the Executive Director at Bethany Village Retirement Center. I am happy to say that we have been able to build a strong partnership with the XYZ Pharmacy over the past 2 years. We have had a number of pharmacy providers over the past 5 years and I will say that XYZ Pharmacy has been able to meet all of our needs in a timely and efficient manner. **They are far ahead of their competitors when it comes to pricing and customer service.** We have had great communication and open dialogue since the inception of our partnership. The associates of XYZ Pharmacy will **go above and beyond** to assist both our associates and our residents at any time.”



# Building Trust from the start!

Residents

Pharmacy <sup>0</sup>



Facility  
Caregivers

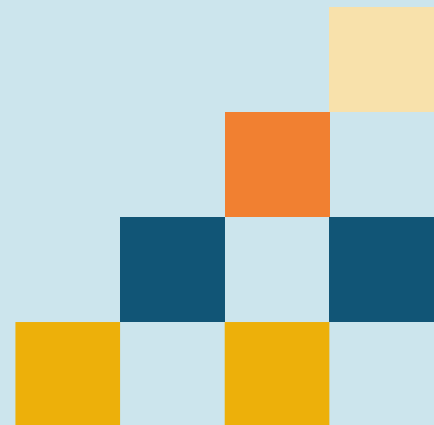
Administration





# Review Principles of Ethical Marketing

1. Building trust from the first communication. RSO
2. The sales process.
3. Understanding your audience. (thinking on your feet)
  1. Privately owned client vs. the Corporate behemoth.
4. Contracts and Agreements.
5. The pros and cons with the Never Say NO approach.



# Trust-Building Techniques in Marketing Campaigns

## 1. Collateral pieces.

1. Their use and reducing waste.

- [Care Capital Management - Home](#)

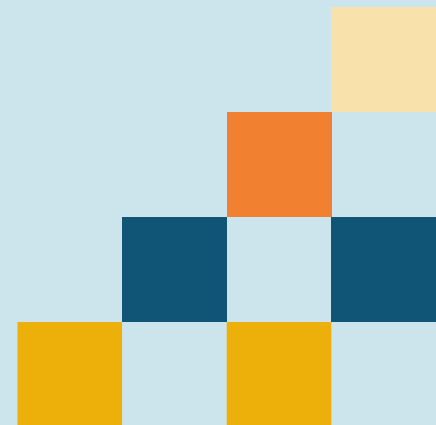
- [http://intranet.carecapitalmanagement.com/\\_layouts/15/start.aspx#/SitePages/Home.aspx](http://intranet.carecapitalmanagement.com/_layouts/15/start.aspx#/SitePages/Home.aspx)

## 1. Use of social media.

1. How to most effectively use Social Media.

- It is social .

[Facebook](#)



# Questions?



# Contact Information

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