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**NCPA 2025 ANNUAL CONVENTION**



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**Maximizing CC Points  
through Pharmacy Spend**

➤ **NCPA 2025 Annual Convention and Expo**



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# Speaker



**Marc Ost, CPhT**  
Co-Owner, Eric's RX Shoppe &  
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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.



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# Pharmacist and Technician Learning Objectives

1. Discuss strategies for maximizing credit card points through pharmacy spend.



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## Who Accepts Credit Cards?

- Secondary Wholesalers
- Pharmacy Supplies
- Direct Ordering from Manufactures (VACCINES!)
- Telephone/Internet Provider
- Utilities
- Pharmacy Liability Insurance
- Many Others...

## How do you justify high annual fees?

**\$895  
fee**

**\$3500 in value per year **WITHOUT** calculating points earned!**

\$600 hotel credit

\$120 wireless credit

\$1150 electronics vendor credit

\$200 airline travel credit

\$250 software credit

and more.....



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# FACTORS TO CONSIDER



## Credit Score

What Limit?  
5/24 Rule

## Hobbies/Interests

Travel? Use for  
other things?

**Cash Back  
Vs  
Points/Miles**

## Terms/APR

Some CCs offer 90+  
day terms or 0% APR  
for 12 months

## Promotional & Targeted Offers

Check for offers

## Annual Fees

\$0 - \$895



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# How to Maximize Points/Value

- **Categories**
  - Many CC offer 5X points on certain categories (utilities, phone, travel, rideshare, restaurants)
  - Personally have over 20+ personal and business Credit Cards, each for specific use
- **Retention Offers** – offer to keep credit card, earn additional points through X amount of spend
- **Targeted Promotional Offers** – open new card, spend X amount in first 3 months and receive XXXXX points
- **Redemption Value** – not all points are equal.
- **Status** – Earn Elite Status through spend



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## Take 5: 5 Strategies for Elevating Your Social Media Presence

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# Speaker



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## Pharmacist and Technician Learning Objectives

1. List 5 best practices for elevating social media marketing content.



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## Social Media

### Facebook

- Great for community updates and promotions.

### Instagram

- Use reels, photos and stories for visual engagement.

### TikTok

- Create short, engaging, educational videos.
- Use TikTok Shop to promote supplements & products.



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# Elevating Your Content

## 1. Build Engagement & Trust

- Humanize your brand: feature staff and patients. Don't be afraid to be funny with your content.

## 2. Develop Education-Focused Content

- Share FAQ's, health tips, chronic condition management info.

## 3. Stay on Trend

- Be authentic, consistent and utilize trending sounds wisely.

## 4. Include a Call to Action

- Always include a next step (Book, Call, Visit, Follow, Like, Share) and use urgency or limited-time offers to drive action.

## 5. Track Metrics and Engagement

- Track social engagement, email open/click rates, SMS response and adjust strategies based on performance data.



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