



Growth. Performance. Success. NCPA 2025 ANNUAL CONVENTION



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Maximizing CC Points through Pharmacy Spend



NCPA 2025 Annual Convention and Expo





Marc Ost, CPhT
Owner, Eric's RX Shoppe

Co-Owner, Eric's RX Shoppe & Community Pharmacy Services



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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.





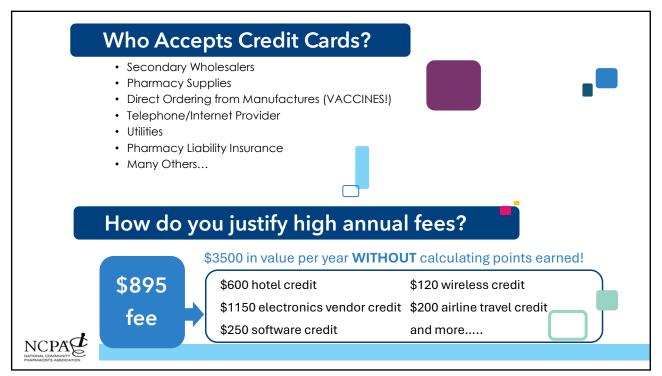
Pharmacist and Technician Learning Objectives

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



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FACTORS TO CONSIDER

Credit Score

What Limit? 5/24 Rule

Hobbies/Interests

Travel? Use for other things?

N CIPA D

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





Take 5:
5 Strategies for Elevating
Your Social Media Presence

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Speaker



Shahida Choudhry, BS Pharm, PharmD

Owner

Palms Pharmacy



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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

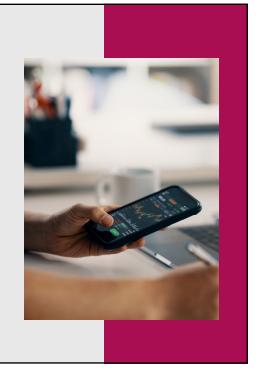
• Great for community updates and promotions.

Instagram

Use reels, photos and stories for visual engagement.

TikTok

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



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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