

## Covid-19 Pharmacy Practice Ideas - NCPA Front End Town Hall - April 21, 2020

NCPA hosted a town hall webinar where 13 independent pharmacy owners offered how they have thought outside the box during this unusual time. Below are some ideas taken from that webinar which hopefully will encourage you to implement them and/or watch the webinar for yourself to find even more great ideas. The webinar can be found at the following link:

<http://www.ncpa.co/media/video/Town-Hall-Part-1-Brian-Caswell.mp4>

- Mark your curbside waiting spots and number them
- Ensure your building, especially near the curbside pickup area, is looking good since customers will be paying attention while they're waiting
- If you are limiting access to your front end it's a great time to make changes and/or upgrade the front end
- Use your dispensing system to encrypt patient credit card numbers making curbside pickups faster
- Consider printing an inspirational banner letting your customers know you are there for them and your community
- If you have an app sell PPE at little or no mark-up to patients who download it. This is especially important if your app allows HIPAA compliant communication with app users
- Make impulse items visible to drive through customers
- Create 2-3 minute long Facebook live videos. These can be about how you're keeping your pharmacy safe for customers and staff, information about Covid-19, personal messages from staff to customers or anything else you can think of
- Review your workflow to determine if there are changes that can be made to make you and your team more efficient.