

Becoming the Premier Compounding Pharmacy in Sarasota

"Vision without execution is hallucination." - Thomas Edison



Case Study

About the Client

- This compounding CASH only pharmacy has been in business since 2007
- They operate an 1800 sq. ft. facility on the coast in Southwest FL
- They were struggling to know where to start and experiencing poor return on marketing investment and poor growth
- Description of Market
 - a. Population of Sarasota/Bradenton ~ 743,000
 - b. Medium household income ~ 64K per Chamber of Commerce
 - c. Median age ~ 51 years old
 - d. Well educated Bachelor or higher degrees for the majority of population

Market Competition

Strong Branded Competitor – Family Pharmacy (known as the premier compounding pharmacy in the area), AgeVital, Walgreens, CVS, and Multiple Hybrid pharmacies

Compounding Owners Problem

Lack of knowledge/expertise in marketing, failed previous tries, where to start, lack of a comprehensive and cohesive previous marketing strategy. Current approach to Advertising/Marketing includes consequences of poor ROI, wasted time and money. Experiencing little or no growth and loss of market, owner knew he needed to make a change for his business.

Solution

Gerry chose Robyn Didelot Consulting for his compounding pharmacy because "Robyn was focused on relationships with her customers which is exactly what the essence of compounding is. "It's all relationship driven; with Practitioners, Patients etc."

After conducting a S.W.O.T. Analysis, it was confirmed that the pharmacy was operating in a Market competing with strong branded local competitors. This included national brands, family pharmacies, and multiple hybrid pharmacies.

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My goal for Sarasota Compounding Pharmacy from Day 1 was to help them become the premier Compounding Pharmacy in Sarasota. Leveraging my 25+ years of sales and marketing experience, we took the vision and implemented a strategic branding strategy. To stand apart in a competitive market – *educating the patient and the physician on the level of and unique approach to care was paramount.*

**"I have been working with Robyn since 2017
and she has been instrumental in doubling our sales
to our projected \$1,000,000.00 in 2022!"**

- Gerald Letendre, RPH, MBA, CHT

Partnering together, we created a consistent brand presence that included

- A "customized" comprehensive Marketing offering/campaign
- Outside of the Box marketing strategies
- New marketing materials (print ads & flyers, leave behinds)
- New logo to better reflect who we are
- Google and Search Engine Optimization
- Sponsored Articles in high end glossy magazines
- Social Media
- Face to face and field marketing, including physician luncheons, monthly seminars, meet & greets, networking events, sponsorships

**"Robyn is a great communicator and educator.
Her coaching and consulting skills helped me grasp
the importance of a branding strategy
and why we need to be consistent with our marketing efforts.
She has guided me in the digital space."**

- Gerald Letendre, RPH, MBA, CHT

Known for developing and implementing personalized marketing programs for business owners, I can help compounding pharmacy partners to focus on business development to see significant, measurable growth. As an ambassador for this compounding pharmacy's brand, together we were able to achieve a **30% increase** in revenue.

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Increasing sales by 50% enabled us to continuously increase both the amount of prescriptions and gross profit putting us on target to reaching \$1,000,000 for 2022.



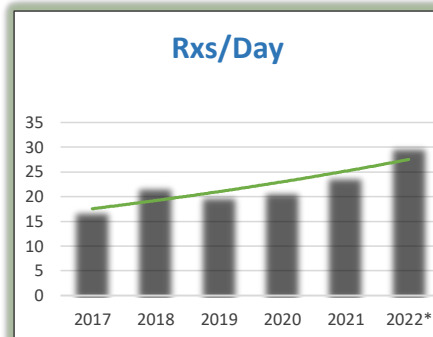
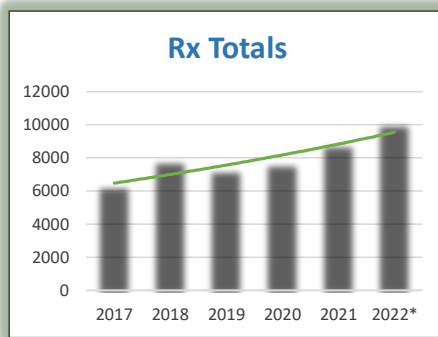
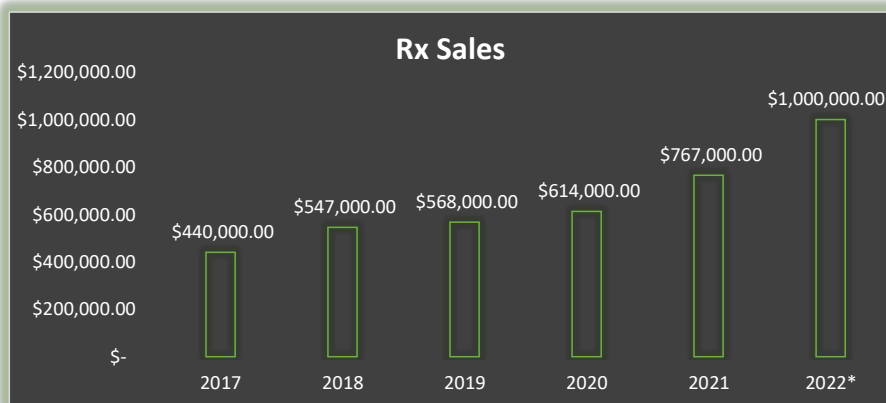
Sales up 50%



Prescriptions ^



Gross Profit ^

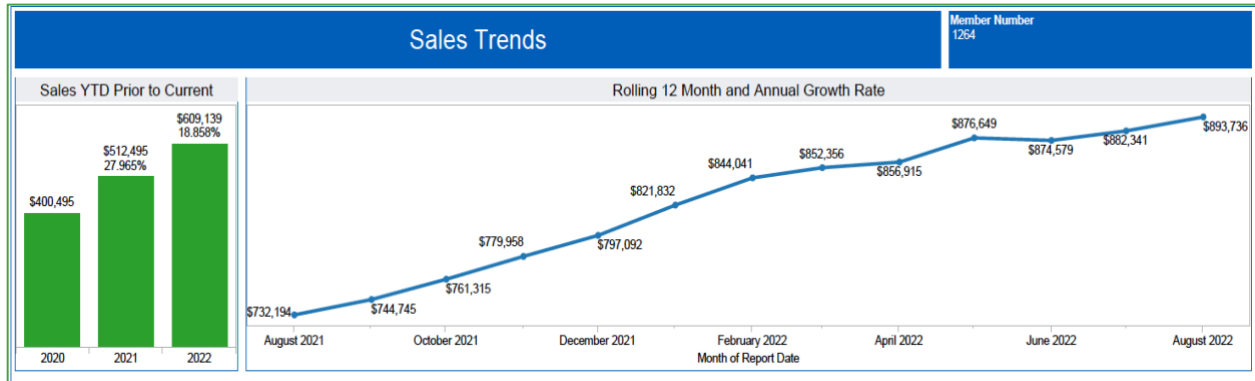


"If you are looking for an innovative, creative, and dynamic Marketing Consultant, look no further and call Robyn today!"

- Gerry Letendre, RPH, MBA, CHT

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	Compounded		% Change	
	2021	2022	2021	2022
Total RX	5,922	6,492	18.3%	9.6%
SALES	\$512,295	\$609,139	27.9%	18.9%
Profit	\$438,375	\$532,808	32.46%	21.54%
Profit per Day	\$2,564	\$3,116	33.2%	21.5%
RX Per Day	35	38	18.9%	9.6%
Profit per script	\$74.02	\$82.07	12.0%	10.9%

Ready to see the impact we can make for your compounding pharmacy? Contact Robyn Didelot Consulting today. Our fractional CMO can support your sales and marketing efforts to generate unparalleled results.