



Promotions Summary

Effective and consistent promotion is important to create awareness and bring patients to counter. The list below includes a number of promotional activities you may like to try and a section to add your own ideas.

PROMOTION USED BY PHARMACISTS	YOUR PROMOTION IDEAS
Write to health professionals in local area including doctors. Letter to outline program and include sample <i>MedsIndex</i> Score report.	
Write to health support groups offering to present on <i>MedsIndex</i> .	
Insert promotional <i>MedsIndex</i> leaflets in bags with script and product sales.	
Put poster on community notice boards.	
Periodic in-store promotion via display.	
Use media release for the local community newspaper.	