



PHARMACEUTICAL
INSTITUTE

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Retail Pharmacy e-Course Overview:

This course outlines pharmacy channel stakeholders, the flow of drugs and dollars among those entities, and the significance of the retail pharmacy sector. It then explains retail pharmacy dynamics and what happens behind the counter. This course concludes with opportunities for representatives to partner with pharmacies.

After completing this course on Retail Pharmacy, participants should be able to:

- Describe the different types of pharmacy stakeholders and the business motivations for each
- Explain what happens in the pharmacy, from the prescription to the patient receiving their medications, and who influences that process
- Outline ways to approach retail pharmacy customers to maximize sales for a product and to leverage pharmacists as a source of information
- Discuss the role of pharmacists as medication experts, not simply dispensers of drugs, as well as their role in ensuring the safe and effective use of medications

For more information, please visit us online at www.pharmainstitute.com or call us at (919) 844-5650.