

WE LOVE OUR LOCAL, COMMUNITY PHARMACY



How You Can Help Your Fellow Local, Community Pharmacies

It's time to ask our customers to recognize OUR value to the community. Please ask them to record a brief, 1-minute video testimonial about why they love their community pharmacist. Here's how to do it:

1) Let customers know that local pharmacies have been under attack

from national chains and pharmacy benefit managers that are leading to higher prescription drugs prices. To fight this, you're recording videos for social media to share how important community pharmacies are to Pennsylvania families.

2) Volunteer to provide your cellphone to record the video.

Ideally, have a tripod that will hold the phone in place, but it isn't required.

3) Here are some sample questions:

- Why do you come to this pharmacy rather than a national chain?
- Why is it important for Pennsylvania to protect its local pharmacies?
- What has your local pharmacy meant to you and your family?
- How is your community pharmacy different than national chain pharmacies?
- What are some of the things you like about going to your local, community pharmacy?

4) Your video doesn't have to be high-production quality.

We want viewers to understand that you're asking everyday people who come into your pharmacy.

5) Make sure your customer approves of the use of your video on social media by having them sign a waiver.

6) Post it to your appropriate social media channels.

Tag our organization on your posts, and we'll be sure to share it with our audiences on Capitol Hill in Harrisburg!

