

# iCare+ Pharmacy Marketing Playbook



iCare+

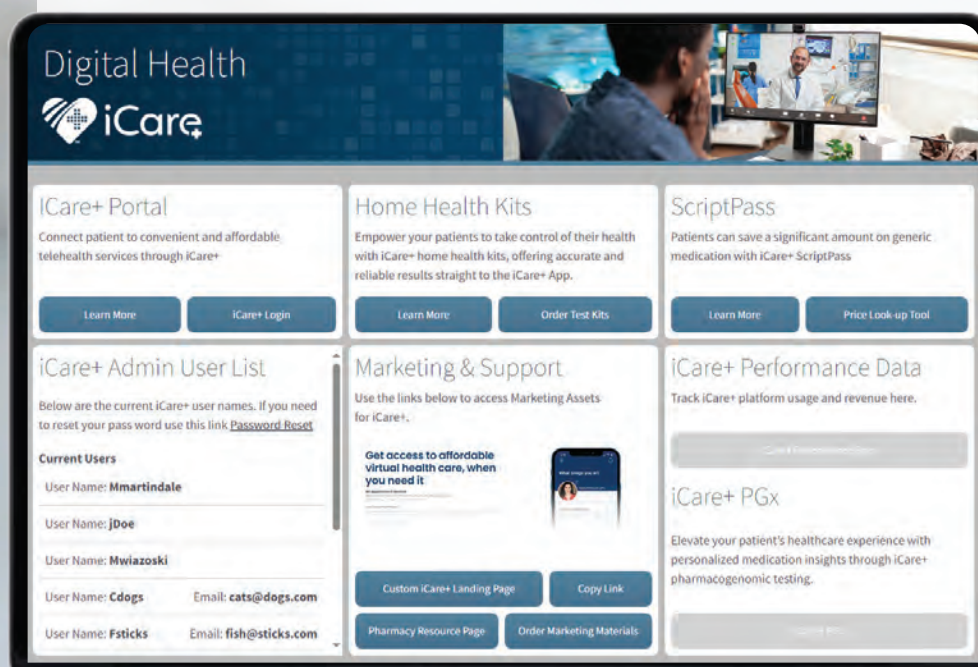
# iCare+ Marketing Playbook

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Find more resources and updates on the [Pharmacy Resource Library Page](#)

Last updated October 4th, 2024



The screenshot shows the iCare+ Digital Health dashboard with the following sections:

- iCare+ Portal:** Connect patient to convenient and affordable telehealth services through iCare+. Includes buttons for "Learn More" and "iCare+ Login".
- Home Health Kits:** Empower your patients to take control of their health with iCare+ home health kits, offering accurate and reliable results straight to the iCare+ App. Includes buttons for "Learn More" and "Order Test Kits".
- ScriptPass:** Patients can save a significant amount on generic medication with iCare+ ScriptPass. Includes buttons for "Learn More" and "Price Look-up Tool".
- iCare+ Admin User List:** Below are the current iCare+ user names. If you need to reset your password use this link [Password Reset](#).  
**Current Users:**  
User Name: **Mmartindale**  
User Name: **Jdoe**  
User Name: **Mwiazoski**  
User Name: **Cdogs**      Email: **cats@dogs.com**  
User Name: **Fsticks**      Email: **fish@sticks.com**
- Marketing & Support:** Use the links below to access Marketing Assets for iCare+. Includes a sub-section: "Get access to affordable virtual health care, when you need it" with a mobile app icon. Includes buttons for "Custom iCare+ Landing Page", "Copy Link", "Pharmacy Resource Page", and "Order Marketing Materials".
- iCare+ Performance Data:** Track iCare+ platform usage and revenue here. Includes a "View Performance Data" button.
- iCare+ PGx:** Elevate your patient's healthcare experience with personalized medication insights through iCare+ pharmacogenomic testing. Includes a "View PGx" button.

To access dashboard visit <https://order.ipcrx.com/>





## Executive Summary

This marketing playbook is designed to help iCare+ virtual health centers effectively promote telemedicine, telepharmacy-lite, remote patient monitoring, and prescription savings programs into their pharmacies. By adopting these practices, pharmacies can enhance patient care, improve medication adherence, and offer cost-saving solutions to their community.

## Objectives

- **Increase Awareness:** Educate the community on the availability and benefits of telehealth services.
- **Drive Engagement:** Encourage patients to utilize telemedicine, telepharmacy, and remote monitoring.
- **Boost Enrollment:** Sign up patients for the monthly telemedicine subscription services.
- **Strengthen Community Ties:** Position your pharmacy as a virtual health center offering comprehensive, accessible healthcare solutions

## Target Audience

- **Primary:** Existing pharmacy customers, especially those with chronic conditions, the elderly, and those seeking cost savings on prescriptions.
- **Secondary:** General community members, including uninsured or underinsured individuals, caregivers, and healthcare providers in the area.

# PATIENT PERSONAS



## Non-Insured Nancy

Nancy has just aged out of her parent's insurance plan. She doesn't have a job with benefits lined up right now, and is either going to school or working.

Rather than risk being without coverage, she is looking for an affordable healthcare option.



### Demographic

AGE: 26-35  
Gender: Male or Female



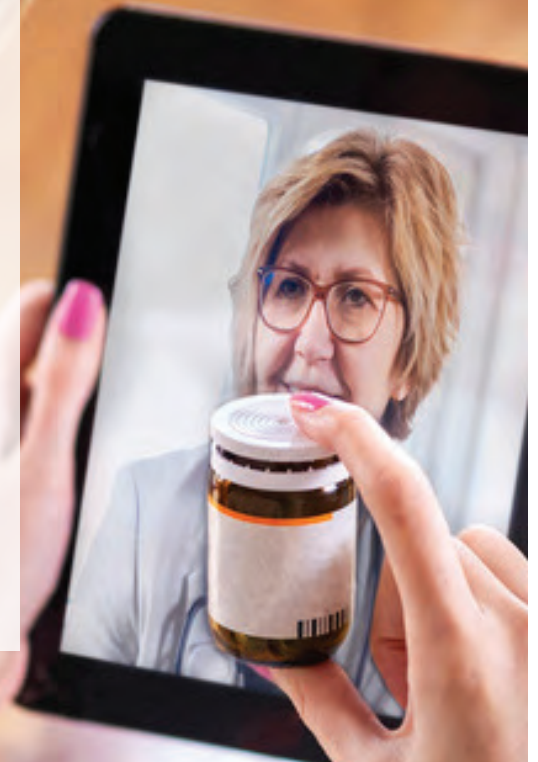
### Employment Industries

Waiting, bartending, customer service, sales, temporary. College or postgraduate.



### Recommended Channels

Facebook, Google Ads







## Family Felix

Felix finally has the family he's always wished for. He might have been previously uninsured, or underinsured, but now that his wife/partner and they have a child, he wants to give them better care than he had.

Felix is looking at family subscription plans.



### Demographic

AGE: 26-35  
Gender: Male or Female



### Employment Industries

Service-based industries, manufacturing, construction, welding, independent contracting, may also be unemployed



### Recommended Channels

Facebook, Google Ads



## Senior Sally

Sally has aged out of the workforce, and is ready to enjoy her hard-earned free time.

She is either too young to be eligible for Medicare, or she simply isn't getting the flexibility she needs through her Medicare plan.



### Demographic

AGE: 55-65, 65+  
Gender: Male or Female



### Employment Industries

Variable. Anyone who has retired from any occupation.



### Recommended Channels

Facebook, Traditional

# IN-STORE MARKETING

## Bag Stuffers

Bag stuffers can be used as promotional materials that are placed inside a patient's bag when they make a purchase. The best way to place bag stuffers is to staple them to the outside of the bag. This method ensures that they are front and center and likely to get the most attention. Typically, the cashier staples it onto the bag at the end of the transaction with their receipt behind it.

The few seconds this takes also allows the employee to verbally talk about the bag stuffer to the patient. To prepare for hectic times, have staff pre-staple them to the front of the Rx bags so they can grab and go during rush hour.



## Shelf Talkers

Shelf talkers are an effective in-store marketing tool that can help pharmacies highlight services right where customers are browsing. Placed on shelves near relevant products, these small signs can promote key offerings like telehealth consultations, prescription savings programs, or remote patient monitoring.







## Posters

In-store posters are a powerful tool to capture the attention of your customers and promote iCare+ services. Place posters in high-traffic areas such as the entrance, near checkout, or waiting areas to maximize visibility.



**Encourage staff to direct customers toward the posters and provide more information when needed.**



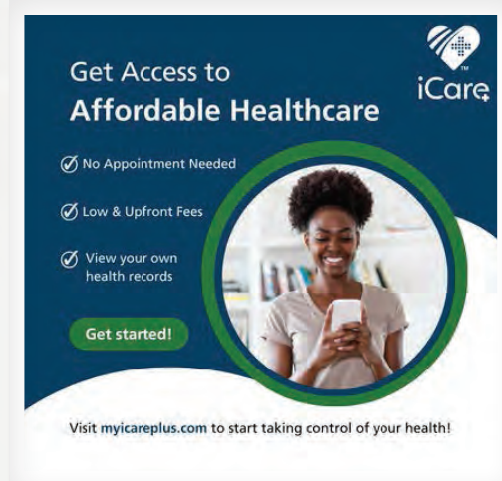
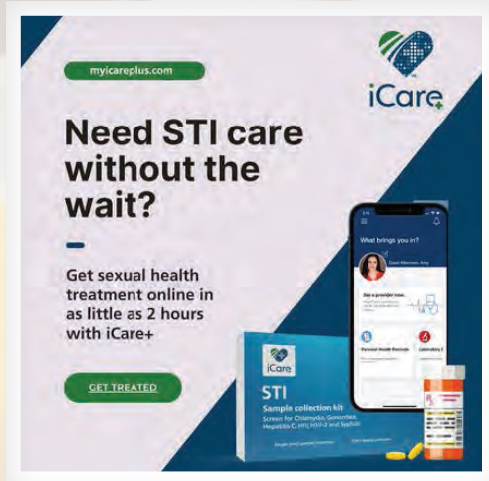
## Coat Buttons

Coat buttons worn by pharmacy staff are a simple yet effective way to spark customer interest in your services. These wearable marketing tools act as conversation starters, showcasing messages like “Ask me about iCare+!”



**This creates an opportunity for staff to engage customers in a friendly, approachable manner.**

## DIGITAL MARKETING



## Social Media

Social media graphics, like the one displayed, are an excellent way to engage your audience and promote your pharmacy's products or services. By using clear messaging, compelling visuals, and a direct call-to-action, these graphics can quickly capture attention and communicate key details.

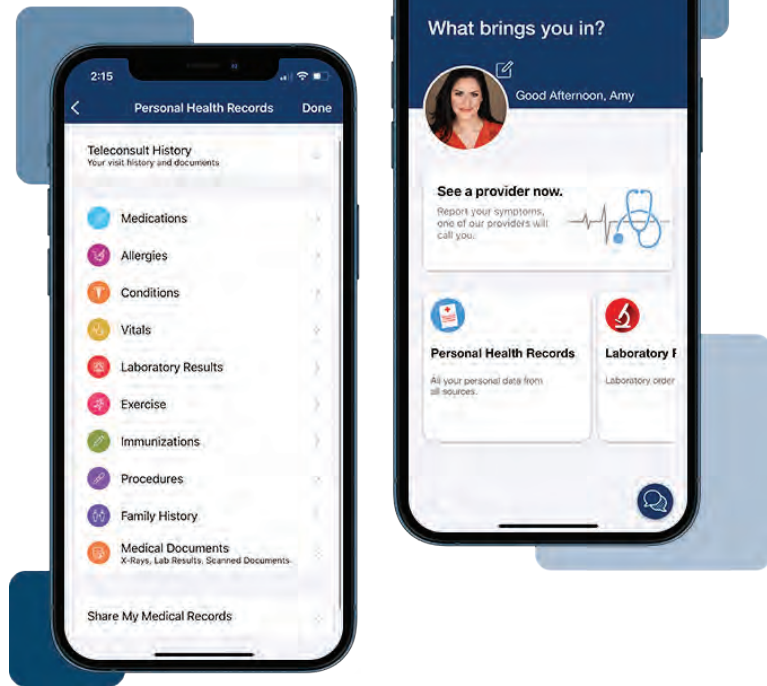
To maximize impact, share these graphics across multiple platforms such as Facebook, Instagram, and Twitter, accompanied by relevant hashtags and engaging captions.

Make sure the graphic highlights essential information like the service offered, ease of access, and urgency, while also including a link for users to take immediate action, such as "Get Treated" or "Learn More."



**Find more social media graphics on the [Pharmacy Resource Library Page](#)**



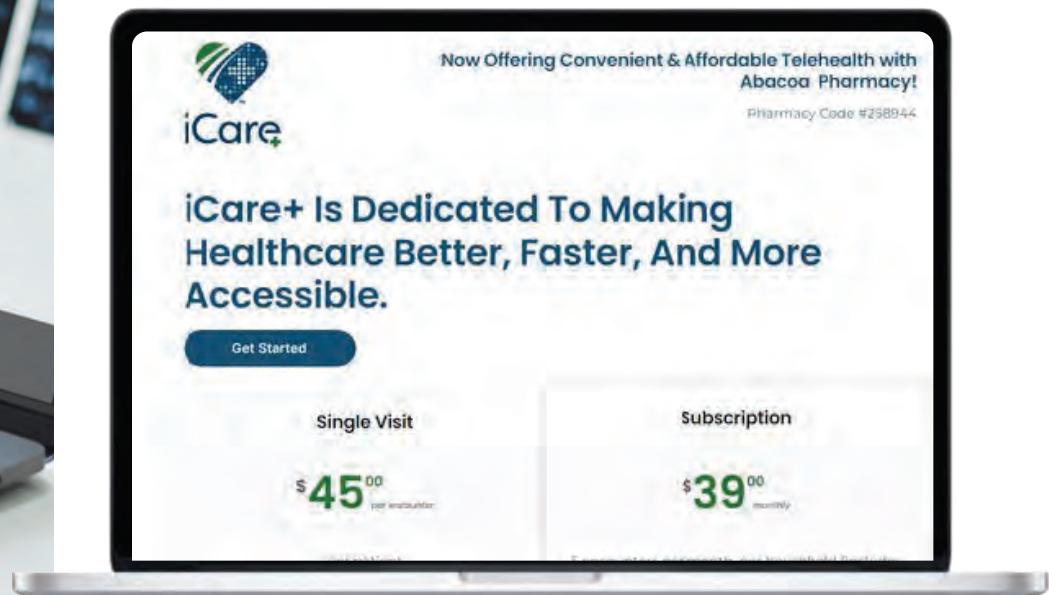


## Website

Make sure to add your custom iCare+ pharmacy URL main website labeled as “telehealth”.



If you do not see your URL page on your Digital Health dashboard please contact [support@myicareplus.com](mailto:support@myicareplus.com)





## STAFF TRAINING

### Service Knowledge

Ensure all staff are well-informed about the iCare+ telemedicine, telepharmacy, remote monitoring, and ScriptPass savings programs.

### Customer Interaction

Train staff on how to engage with customers about the new services, focusing on addressing concerns and highlighting benefits.





## COMMUNITY OUTREACH

### Health Workshops

Organize workshops or webinars on topics like managing chronic conditions, using telemedicine, and saving on prescriptions.

### Employer Partnerships

Collaborate with local businesses to offer exclusive telehealth services to their employees as part of a wellness program.

### Community Partnerships

Partner with local schools, community organizations, and senior centers to promote iCare+ services through newsletters, events, and workshops. Sponsoring health and wellness fairs is another great way to showcase your offerings.



iCare+



| [support@myicareplus.com](mailto:support@myicareplus.com)



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